

# SOUTHERN AUTOMOTIVE JOURNAL

SERVING THE 19 SOUTHERN AND SOUTHWESTERN STATES

OCTOBER, 1955

Survey: Shop Volume Is Up  
page 35

Car Dealers Answer Factories  
page 38

'55 Chevrolet Head and Valve  
page 56

Contents, page 3

Nearly **50%**\*

of all passenger cars produced from Jan. 1 to September 3, 1955 were equipped with the



U.S. Patents 2,635,022 and 2,965,825

\* Of the 5,561,770 U.S. passenger cars produced in this period, 45.7% were equipped with Type '98' Chrome Oil Ring, 54.3% were equipped with all other oil ring types combined, including other Perfect Circle oil rings.

**CHECK THESE REASONS WHY**  
it has been proved better than any other oil ring for high-compression, high-vacuum overhead valve engines!

- ☐ Uniform pressure on entire circumference
- ☐ Multiple tiny springs exert both side and radial pressure
- ☐ Provides maximum oil drainage
- ☐ Universal application...bottomless and conventional grooves...all depths

Perfect Circle Corporation, Hagerstown, Indiana; The Perfect Circle Co., Ltd., Toronto, Ontario

# FRAM "CLEAN OIL MONTH"



## Features New 1955 FRAM OIL FILTER CARTRIDGE INSTALLATION MANUAL

NOW FRAM brings you the most important Installation Manual ever published . . . 36 fact-packed pages that show you how to reach your top sales potential . . . how to make oil changes pay off more than double . . . how to plan your stock and sales!

AND FRAM GIVES YOU YOUR  
GREATEST FALL PROMOTION!



FULL PAGES AND DOUBLE  
SPREADS IN TOP  
NATIONAL MAGAZINES!



THOUSANDS OF BILL-  
BOARDS AND POSTERS  
COAST TO COAST!



ALL FREE—IF YOU SIGN UP NOW!

Get your FRAM Manual and tie in with this great FRAM Profit Program. See your FRAM Distributor today!

↑ **FRAM'S Cheerleader Window!** A big, eye-catching display that works night and day to remind your customers to change oil and filter now!

→ **FRAM'S new tie-in Window Streamer**—the display that makes your station "FRAM Clean Oil Month Headquarters" and ties you in with national advertising!



FRAM CORPORATION, Providence 16, R.I. Fram Canada Ltd., Stratford, Ont.



# BIGGEST, MOST PROFITABLE PERMATEX DEAL EVER!

THIS LUXURIOUS CHATHAM BLANKET  
**YOURS FREE**

with the purchase  
of any **4 cases**  
of these fast-moving

## PERMATEX Cooling System Products

### No. 77L Cooling System Cleaner and Conditioner

No other product like it—a complete cooling system service in one package. Cleaner (in top of can) cleans out rust and scale—dissolves oil and grease. Conditioner (in bottom) stops rust reforming—stops leaks and seepage. Quick and easy to use—one less flush than with other products.



### No. 18E Heavy Duty Radiator Cleaner

A liquid cleaner for badly neglected cooling systems. Quickly dissolves rust, scale, lime—completely restores radiator circulation.



### No. 76M Radiator Sealer (liquid)

Stops leaks and seepage in radiators, pump connections, and water jackets. Compatible with all anti-freezes.



### No. 400 Block and Head Sealer

Effectively seals cylinder cracks, split valve seats and parts, and cracks in water jackets and cylinder heads.

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Order from your jobber, or write to Permatex, giving jobber's name, now!

**PERMATEX COMPANY, INC., BROOKLYN 35, N. Y. • KANSAS CITY 15, KANS.**

More Than 50 Chemical Products for Better Automotive Maintenance





# HOLMES NEW 400 MODEL

## Let **THIS** Little Wrecker **EARN** **BIG PROFITS** for YOU!

Holmes 400 Model is a versatile little Unit that can be used very profitably by *any* good shop or service station operator. This all-new, low cost Wrecker was designed for light pick-up and towing service and is ideal for handling the "average" Road Call. It is small and compact in size for mounting on a light chassis of  $\frac{3}{4}$  to  $1\frac{1}{2}$  ton capacity, using either the standard pick-up body or Holmes new custom-built body shown below. On a suitable truck, its operation is fast, economical, and especially suited for work in congested areas. The Wrecker is built low in height to get in and out of low doorways, up winding ramps, or any other place a passenger car will go. Model 400 has a wide range of operation, with a rated capacity of 3 tons, which is ample power for handling the average automobile and **EARNING BIG PROFITS** for you. See your jobber or write **TODAY** for details.

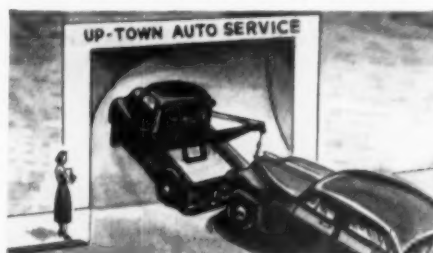
**ERNEST HOLMES CO., Chattanooga, Tenn.**



Wrecker complete with power take-off, rear end controls, and 100 ft. of  $\frac{3}{8}$ " cable on service drum, priced at only . . . \$665



Model 400 has many desirable features. It is power-operated with worm drive mechanism, has convenient rear end controls, non-swinging double booms, and an out-board leg that permits recoveries to be made from either side of the Wrecker.



The Wrecker is designed low in height (no higher than cab), and when used on a small truck with short turning radius, has sufficient clearance to make sharp turns into on-the-street doorways, up winding ramps and other close places.



Ideal for pick-up and delivery service. Booms can be raised or lowered by power to lift motors, truck tires, supplies, and various other objects handled around every shop. Note large cargo space, in rear of service body, for hauling.

# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 35

OCTOBER, 1955

No. 10

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### VEEDOL 10-30 MOTOR OIL

Strong national advertising backs up Veedol 10-30, the motor oil that gives customers highest octane performance, up to 40 extra miles per tankful of gasoline, low oil consumption, all-weather protection and extra high detergency.

### 150-HOUR VEEDOL TRACTOR OIL

is specially made for tractors . . . builds customer satisfaction and steady, repeat sales by giving a full 150 working hours of safe lubrication in gasoline-powered tractors . . . cuts oil costs and assures thrifty, powerful performance.

*Veedol oils and greases are sold through independent distributors. Write for information today!*



### TIDE WATER ASSOCIATED OIL COMPANY

TULSA, Thompson Building



## Feature

**American  
Brakeblok**

**America's Safety  
Brake Lining**

Nationally  
advertised in



**Bonded Shoe Exchange.** The finest available! Top-quality American Brakeblok, bonded to the shoe under factory-controlled conditions, then thoroughly tested. For all popular make cars and light trucks.

**Riveted Lining.** Formulated from the finest materials to wear slowly, respond instantly on every braking system. Accurately made for quick, easy installation.

**Truck Lining.** Unsurpassed for long wear, freedom from fade. Instant acting, won't heat check or score brake drums.

**Thick Blocks.** First choice of the leading bus and truck operators. Famous for long mileage. Requires fewer adjustments. Protects brake drums. Made in all sizes and types.

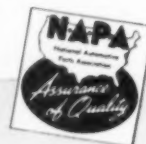
Your N.A.P.A. Jobber maintains stocks of all 4 types of American Brakeblok. See him for all your brake lining needs and watch your brake profits go up.



Copyright 1955, American Brake Shoe Co.

**AMERICAN BRAKEBLOK DIVISION Detroit 9, Mich.**

PLANTS IN: Detroit, Michigan; Winchester, Virginia; Lindsay, Ontario; Gif, France







## Automotive **SPOTLIGHT**

October, 1955

Chrysler Corp. is going to have to knuckle under to Tennessee's manufacturer-dealer licensing law. "Chrysler Corp. can not escape licensing under the law and still do business in Tennessee," said Administrator Chester R. Pace (former Chrysler-Plymouth dealer at Clinton, Tenn.) in reporting on the law to the annual convention of that state's dealers at Biloxi Sept. 26. That factory has maintained a license wasn't necessary because its territory men do not headquarter in the state, but Pace said the attorney general had different ideas.

Continued high production is the bullseye for '56 for all factories, with each anticipating new inroads on the others' fields, despite the record year chalked up on '55 models. However, the dealers have a word or two--some whittled to sharp points--about the planning for next year's high-volume sales. To get their viewpoint--including why some of them are folding up their showrooms--turn to page 38.

Independent garagemen continue to report high shop volume. Many say they have all the work they can handle. But the moth in the rug is the scarcity of truly skilled mechanics. Franchised dealers have found this a brake on their shops' production, too. Local groups of garagemen have been tossing around the idea of doing something about this, while car factories have been stepping up field services, including the excellently equipped and staffed GM training centers scattered over the country. Already the Waco, Texas, organized garagemen are striking out toward organizing a training school to build up a labor supply.

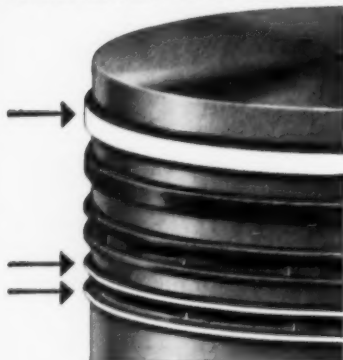
Blitz ads and a slightly less profitable relationship with finance companies may be looming on the horizon within the months close ahead. In view of the new and larger production facilities, dealers over the South admit that lower output is not to be expected--at least not the first six months of the new model year. Speaking in low voices, some finance company executives have confided that they may have to trim away some of the dealers' reserve in order to offset the cost rise of more than one per cent in the money which finance companies borrow to handle automotive paper.

"We are fast losing the confidence of the public" by ads on radio, TV and in newspapers which aren't exactly all they're cooked up to be, President Frank Yarnall of the National Automobile Dealers Association is telling Southern dealer audiences. The veteran Chicago dealer said some of the questionable ads were factory-hatched and merely carried dealers' names, while others were spawned by overly aggressive local ad men.

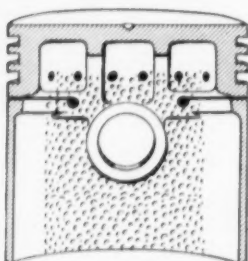
Duels for officeholders were outlawed for generations by South Carolina's constitution. Now some of the "Big Three" dealerships are wondering if the apparent trend to decrease dual dealerships won't make things tougher. Already Cadillac has pulled itself clear in a number of spots by leaving the dealer with only that franchise or with the other GM deal he had held. Dealers in some localities have expressed fear, too, that if they lost Plymouth, their profit-making ability in '56 would be threatened. Detroit conferences are becoming commonplace.

# Fast Break-in

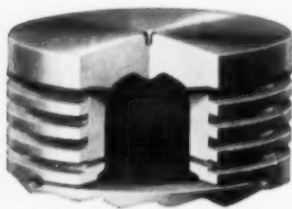
**EVERY RE-RING JOB  
DESERVES ALL THREE...**



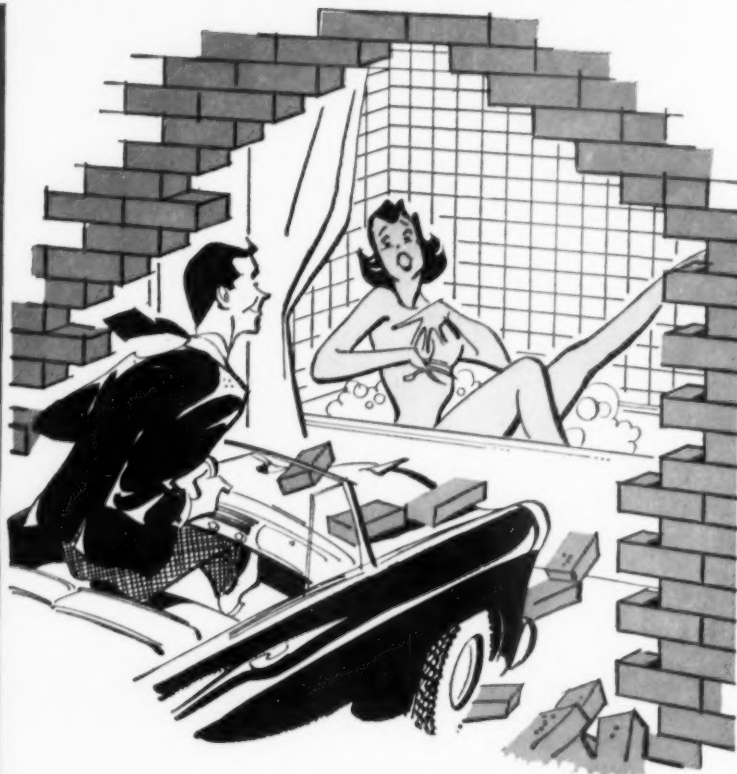
1. Kromex Ring Sets are the most economical, measured by miles. Factory-seated for instant oil control—chrome-faced top ring and oil ring side rails for longest wear.



2. Sealed Power SUPER-SIZER is the world's best resizing method, increases resiliency and outward tension on thrust faces, expands skirt to original close fit, leaves piston skirt surface smooth.



3. Sealed Power GI-60 Groove Insert is the only dependable, economical method of restoring top groove to original size and protecting against future wear.



## Sealed Power KromeX

**PISTON RING SETS...**

*assure your customer*

- fast break-in
- quick seating
- smoother performance
- faster pick-up
- double ring life
- maximum oil economy
- positive lubrication

*assure YOURSELF*

- better-satisfied customers
- more new customers
- no come-backs

SEALED POWER CORPORATION • MUSKEGON, MICHIGAN

## Sealed Power Piston Rings

**BEST FOR RE-RING!**

**BEST FOR RE-BORE!**

RINGS • PISTONS • PINS • SLEEVES • VALVES • WATER PUMPS



## Automotive MARKETS

### Dealers Feed Bootleggers Early

**T**HE SEPT. 26 bulletin to members of the Missouri Automobile Dealers Association contained this item by Manager James A. Gorman: "Scooping the franchised dealer by one day, some used-car dealers announced the new '56 Ford on Thursday, Sept. 22, without the BENEFIT of a wealth in announcement material.

"It would seem that the new-car dealers who made these unethical sales would have sold some of their announcement material too.

"Those bootlegging new-car dealers cannot be shamed enough for the added degradation they have wrought on their fellow Ford dealers, plus the trade in general.

"Who is in a better position to sell a brand-new model than the product-trained and enfranchised new-car dealer? Dealers who have not as yet had their new-car announcement had better scurry to their city councils and insist on ordinances prohibiting the sale, offer to sell, or display of automobiles with mutilated, concealed, or otherwise illegible motor and/or serial numbers.

"You better act on this now."

### Mercury Executive Sees Easy Loans Continuing

**F**RANCIS C. "Jack" Reith, general manager of the Mercury Division, Ford Motor Co., predicted at New Orleans last month no change in the leniency of automobile loans in the next year.

"Finance people have got plenty to lend and they want to lend it. The only thing that I can see that would happen is for the government to step in and place certain controls, but I doubt that would be done in an election year," he said.

Reith said prices of 1956 models would increase some throughout the industry. General increase in prices has been brought about by increased costs of production and "expensive" labor settlements, he stated.

The industry as a whole is very interested in safety and the object now is to prevent as many injuries and accidents as possible, whereas previously it has been to prevent accidents, he commented.

"We feel an automobile today with the kind of brakes and steering we have is very safe, given the kind of roads we need and a driver who knows how to drive."

### September Registrations Dood It Again!

**S**TATISTICIANS figure last month did what every month since February of this year has done: Topped the 600,000-car-registration mark.

The heavy inventory of '55 models, brought on by assembly lines running fast at a time when they have usually been curtailing, helped account for swift actions by dealers to trim down their stocks.

Ford, Chevrolet and Plymouth dealers over the South particularly reported a fairly easy time of cleaning out the showroom.

### Buick Chief Predicts '56 to Equal '55

**A**TALL, energetic man called in to New Orleans 1,500 Buick dealers from the South and Southwest a couple of years ago.

He told them that Buick was going to town. He told them Buick was going to seize and keep third place in car sales. Many of his listeners thought that was right ambitious for Buick.

The man proved his point in the succeeding years.

And now that man says Buick should go to second place. Having nudged Plymouth to one side, why not take second place from Chevrolet or Ford?

That's what Ivan L. Wiles, general manager of Buick Division of GM, told the annual press conference at Flint late last month.

He pointed to increased capacity at his plants.

He did not point to the spanking-new V-8 engine plant which has begun operating to meet the one thing which Plymouth dealers blamed on their not recouping third from Buick: Shortage of V-8 engines. No longer will Plymouth have to share engine output with Dodge; now it has its own plant and is on the road aiming for third place, as Chrysler Corp. points for



Ivan L. Wiles

a rise to around 23% in the new year from the 18.1% penetration achieved this year.

But Ivan Wiles talked instead of the man-size industry figure of 8,000,000 cars in '56 — several hundred thousand above the expected 1955 mark.

Studebaker-Packard is shooting for 6% penetration, or around double what was achieved this year.

Cadillac is going to bat in expectation of producing 156,000 units next year — a 10% climb.

And so it goes with almost every factory, looking higher.



## The Hallmark of Circulation Value

Three thousand four hundred and fifty advertiser, agency and publisher members of the Audit Bureau of Circulations have a voice in establishing and maintaining the standards responsible for the recognition of this emblem as the Hallmark of Circulation Value. It represents the standard of value that these buyers and sellers of advertising space have jointly established as measurement for the circulation of printed media.

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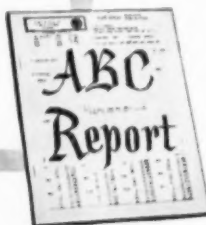
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### SEND THE RIGHT MESSAGE TO THE RIGHT PEOPLE

Paid subscriptions and renewals, as defined by A.B.C. standards, indicate an audience that has responded to a publication's editorial appeal. With the interests of readers thus identified, it becomes possible to reach specialized groups effectively with specialized advertising appeals.



## SOUTHERN AUTOMOTIVE JOURNAL

**A.B.C. REPORTS — FACTS AS A BASIC MEASURE OF ADVERTISING VALUE**





## Automotive NEWS BRIEFS

### AFL Teamsters and Machinists Push For Service Employee Unionization

**T**HE Teamsters and Machinists, two major AFL unions with headquarters in Washington, D. C., began this month an attempt to organize employees of the service industry—in new- and used-car sales and service shops, factory branches, parts distributorships, parking lots and service stations.

The Machinists cover mechanics, helpers and apprentices. The Teamsters claim salesmen, parts clerks, car washers, greasers and gasoline pump attendants.

According to an agreement signed by Al Hays, head of the Machinists, and Dave Beck, Teamsters president, each union has contributed \$100,000 to finance the drive for 1,000,000 additional members. The two groups now claim about 2,000,000.

The unions promise, with well-planned, well-rehearsed techniques, better pay, fringe benefits, shorter hours and job security.

National Automobile Dealers Association has advised agencies to take a look around before the union steps in to see if their employees are satisfied.

JANUARY							APRIL							AUGUST							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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### Looking Ahead

Oct. 15-17 — Annual convention of Arkansas Automobile Dealers Association, Majestic Hotel, Hot Springs.

Oct. 16-17 — Annual convention of Georgia Automotive Wholesalers Association, Dinkler Plaza Hotel, Atlanta.

Oct. 16-17 — Annual convention of Oklahoma Automobile Dealers Association, Mayo Hotel, Tulsa.

Oct. 16-18 — Annual convention of National Independent Automobile Dealers Association, Hotel William Penn, Pittsburgh, Pa.

Oct. 19-20 — Fall convention of Virgin-

ias-Carolinas Automotive Wholesalers Association, Hotel Robert E. Lee, Winston-Salem, N. C.

Oct. 23-24 — Annual convention of Automotive Wholesalers' Association of Louisiana, St. Charles Hotel, New Orleans.

Oct. 23-25 — Annual convention of Florida Automobile Dealers Association, Sans Souci Hotel, Miami Beach.

Oct. 27-29 — Annual convention of Automotive Wholesalers of Texas, Shamrock Hilton Hotel, Houston.

Oct. 28 — Annual meeting of Automobile Old Timers, Waldorf-Astoria Hotel, New York, N. Y.

Nov. 6-8 — Annual convention of Automotive Trade Association of Virginia, Hotel Roanoke, Roanoke.

Nov. 12-13 — Annual convention of Florida Automotive Wholesalers Association, Orange Court Hotel, Orlando.

Nov. 13-14 — Annual convention of Automobile Dealers Association of Alabama, Tutwiler Hotel, Birmingham.

Nov. 17-22 — Convention cruise to Bermuda from Wilmington, N. C., by North Carolina Automotive Wholesalers Association.

Dec. 5 — Fall convention of Automotive Wholesalers' Association of Alabama, Hotel Whitley, Montgomery.

Jan. 28-Feb. 1 — Annual convention of National Automobile Dealers Association, Sheraton Park and Shoreham Hotels, Washington.

Feb. 6-9 — 29th annual National Auto Accessories Exposition, Navy Pier, Chicago.

Feb. 21-22 — Annual convention of Motor and Equipment Wholesalers Association, Sheraton Palace Hotel, San Francisco, Calif.

Feb. 21-22 — Annual convention of National Standard Parts Association, Hotel Mark Hopkins, San Francisco, Calif.

Feb. 23-26 — Pacific Automotive Show, Civic Auditorium, San Francisco, Calif.

Feb. 27 — Annual convention of Louisiana Automobile Dealers Association, Hotel Roosevelt, New Orleans.

May 10-13 — 13th Southwest Automotive Show, Coliseum, Houston.

May 25-26 — Biennial Southeast Automotive Show Conference, Asheville, N. C.

May 26-28 — Annual convention of South Carolina Automobile Dealers Association, Ocean Forest Hotel, Myrtle Beach.

April 25-27, 1957 — Biennial Southeast Automotive Show, Dinner Key Auditorium, Miami, Fla.

May 9-12, 1957 — Midwest Automotive Service Industries Trade Show, St. Louis, Mo.

"Thanks for the loan of the belt."





## WHERE'S THAT REPAIR JOB GOING?

It means profit for somebody's service department. Could *you* use it?

Associates' affiliate Emmco Insurance Company pays millions of dollars yearly for repairs like that—for work done in the shops of dealers who sell cars with the Associates Finance and Insurance Plan. That's a tremendous volume of work resulting from Emmco's "bring them back home" policy on repair jobs.

It's good business to do business where you get business in return. Let's talk about it. Give us a call.



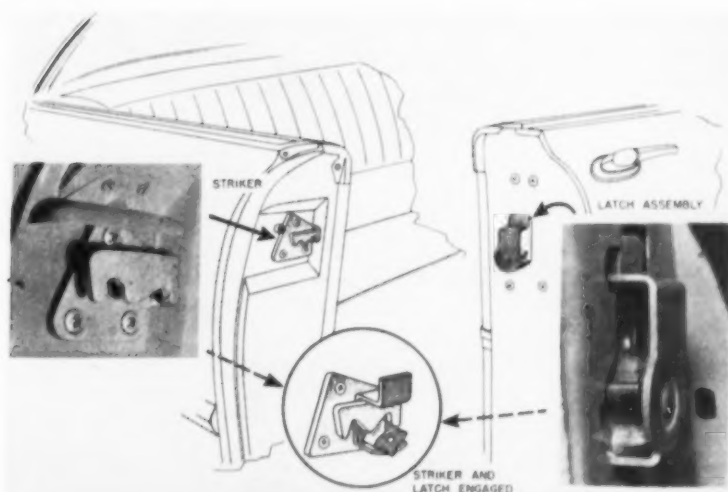
*The Old Sage says...*

"Reciprocity is a big word—especially in the auto business."

(The Old Sage is a composite of all the successful dealers we've known in over a third of a century in the field.)

# Associates

Associates Investment Company  
Associates Discount Corporation  
Emmco Insurance Company  
South Bend, Indiana



"Lifeguard" door latches, reported to eliminate the possibility of car doors opening under collision impact in all but the most unusual accidents, are standard equipment on '56-model Chrysler Corp. automobiles. Even though the door or door opening may be greatly distorted, the heavy-gauge steel band keeps the striker and latch mechanism engaged.

## Florida Program Features Yarnall, Tucker, Lander

**F**RANK H. Yarnall of Chicago, president of National Automobile Dealers Association; Hayse Tucker, Tuscaloosa, Ala., and John H. Lander, Atlanta, Ga., are among the featured speakers for the Florida Automobile Dealers Association convention Oct. 23-25 at Miami Beach.

After a kick-off "get-together" party Sunday night, the meeting will roll on with Yarnall's address Monday and a "Let's Talk Business" clinic Monday afternoon. Charles G. McKimmie, Richmond, Va., will discuss "The Road to Profit" and H. S. Mobley, Greensboro, N. C., will talk about "How to Sell Today." A question-and-answer period is to follow each clinic.

Monday night officers will be installed at a banquet, followed by a talk by Clarence N. Walker, Atlanta, Ga., executive staff representative of Coca-Cola Co.

W. H. Gove, St. Paul, Minn., vice-president-sales director of EMC Recording Corp., is scheduled for a sales talk at the Tuesday luncheon.

Tuesday afternoon will hold an-

other "Let's Talk Business" clinic by out-of-state dealers with Hayse Tucker speaking on "Fundamentals Will Out—What Is the Score?" and John H. Lander on "How to Increase Your Finance Sales."

## Alabama Speakers Include Tucker, Bell and Rains

**S**PEAKERS for the Automobile Dealers Association of Alabama convention include Hayse Tucker, Tuscaloosa, Ala., on "The Profit

Picture Presently," Admiral Frederick J. Bell, executive vice-president of National Automobile Dealers Association, and Congressman Albert Rains.

The session, to be held at the Tutwiler Hotel, Birmingham, Nov. 13-14, will also feature Tom Collins, Kansas City, Mo., publicity director, City National Bank & Trust Co., and Dr. Carl Atkins, Mobile, Ala., pastor of Dauphin Way Methodist Church.

Two luncheons are scheduled for Sunday—one for Old Timers to provide an opportunity for organizing an Automobile Old Timers state council, and the other for young executives for consideration of formation of an Alabama chapter of the young executives group of NADA.

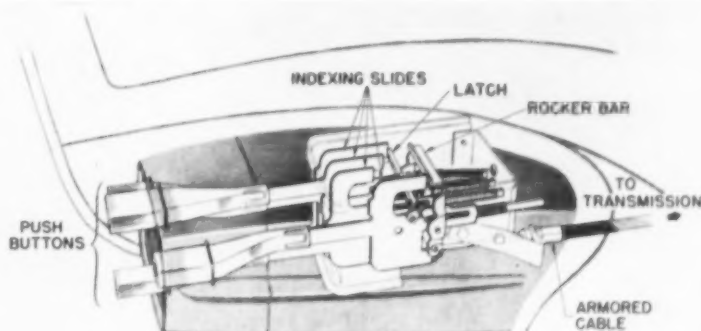
"An Alabama ball" will be held Monday evening following cocktails and a buffet dinner.

## AC Plans Michigan Plant Of 250,000 Square Feet

**A**C SPARK Plug Division of General Motors has announced plans for a 250,000-square-foot manufacturing building in Flint, Mich., near its main Dort Highway plant.

"The new building will give us more room for such operations as making spark plugs, oil filters, instruments and air cleaners," Joseph A. Anderson, general manager, said. It will bring AC's square footage in Flint up to 2,500,000.

Chrysler Corp.'s push-button drive consists of a single cable running between the push buttons and the PowerFlite transmission. As the buttons are depressed, the cable moves to varying predetermined distances to activate the desired gear. Response is reported to be instantaneous. Since the cable is fully protected, no servicing is normally required.





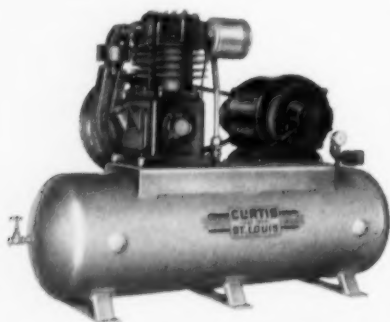
### **TWO-POST SHOP LIFT . . . FOR PASSENGER CARS AND LIGHT TRUCKS**

Lower installation cost—no long, deep pit required . . . 60" wheel base range, 72" rise provides ample head room. Deep front yoke for greater front-end accessibility. Also Roll-On and Free-Wheel Type Lifts.



### **FULL AND SEMI-HYDRAULIC FRAME LIFTS**

Wheels hang free, for faster wheel, tire and brake work. Springs are relaxed and bearings free for faster and more thorough lubrication, adjustment and repairs. Full under-car accessibility.



### **TANK-MOUNTED AIR COMPRESSORS**

**1/4 to 15 H. P. Inclusive**

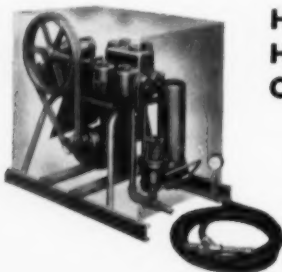
From 1 to 78 cubic feet displacement (also simple and base-mounted units up to 300 cu. ft.). Single and two stage . . . Timken bearings . . . self-oiling. ASME National Board 200 lb. tank. Positive un-loader protects motor.

**Handle more  
jobs...QUICKER**

**with modern**

***Curtis***

**SERVICE  
EQUIPMENT**



### **HIGH-PRESSURE HYDRAULIC CAR WASHER**

For faster, better, more profitable wash jobs . . . 300 lbs. pressure. Long-lasting, self-oiling pump with brass-lined cylinders. Full accessibility . . . quiet running . . . precision built.

### **OTHER CURTIS PRODUCTS...**

INDUSTRIAL AIR COMPRESSORS AND AIR HOISTS,  
COMMERCIAL AND HOME AIR CONDITIONING

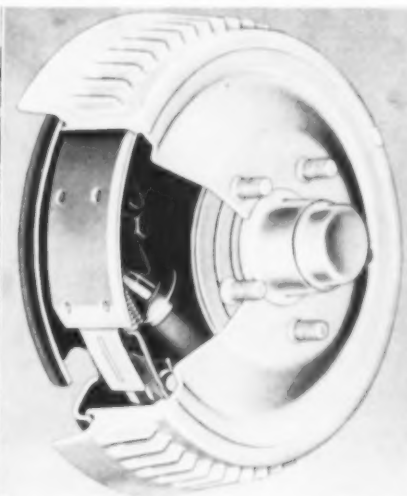
***Curtis***

### **PNEUMATIC MACHINERY DIVISION**

*of Curtis Manufacturing Company*

1938 KIENLEN AVENUE • ST. LOUIS 20, MISSOURI





Left: The 1956 Packards will offer an electrical touch-button driving system heretofore found only on futuristic cars. The control is located on the steering column for easy accessibility, from where the buttons are nerved electrically to the transmission. The transmission incorporates a "park" lock, enabling the driver to leave his car parked on a hill without possibility of the ignition becoming accidentally disengaged. Center: A finned brake drum used on the brakes of Stude-

baker's 1956 President and Golden Hawk sports-type cars provides increased surface area and greater air circulation. The brakes resist heat "fading" and sustain high efficiency under conditions where they must be applied frequently at moderate and higher speeds. Right: The "Cy-Clops" speedometer, mounted on top of the instrument panel in front of the steering wheel on the Studebaker, is positioned for maximum visibility. The numbers are green from zero to 40 mph, then red.

## Packard and Studebaker Display Their Changes

**S**TUDEBAKER-PACKARD Corp. demonstrated Sept. 27 its full lines of automobiles for 1956 — Studebaker, Clipper, and Packard cars and Studebaker trucks, which will offer new styling and major engineering innovations and advancements — to more than 500 press representatives at the company's proving ground near Detroit.

James J. Nance, president, reported that the corporation has invested more than \$100 million to date in new product development.

Nance said the new cars being shown, which will compete for sales in the three major price classes, will represent completion of an intense product development program launched immediately following the combination of Studebaker and Packard last Oct. 1.

In distribution, he pointed out that nearly 1,000 Studebaker dealerships have taken the Packard franchise to increase representation in smaller markets where there had been no Packard dealer previously. These dual dealerships

already have accounted for 25% of Packard deliveries.

Nance termed the major engineering and styling advances in the 1956 Packards, Clippers, and Studebakers a continuation of the

**Packard seating features reversible seat and back cushions. One side is genuine leather, the other, gilded brocade cloth. To provide better natural air conditioning and seat contours based on recommendations of orthopedic experts, the front seats are raised several inches above seat bottoms.**



program of innovation begun with 1955 models. Although not disclosing mechanical details, he said the luxury line of Packards will have at least two advancements that will be "automotive firsts," comparable in importance to the torsion bar suspension system pioneered on American production cars in 1955.

Prominent among a long list of safety features in the Studebaker-Packard lines are:

The new Packard non-slip differential — hailed as one of the most important advancements in car control in the postwar era.

Safety door latches on all models of all lines.

Further development of the feature that has won special awards for the company's cars — safety-engineered low centers of gravity. Studebaker in the postwar years has won acclaim for its development of lowest-center-of-gravity stability.

Push-button electrical safety controls.

Revolutionary new safety-finned brakes.

Safety rim wheels, first standardized with tubeless tires by Packard.

Crash-tested seat belts.

*Only*

# STORM-VULCAN offers a PROVEN second Camshaft Grinder for grinding **LARGE CAMSHAFTS**



MEMO  
*Today No shop  
is complete  
without a  
Camshaft  
Grinder*

**MODEL 75-A**  
GRINDS CAMSHAFTS  
UP TO 100 INCHES

No bolted-on  
table attach-  
ments or other  
extra equipment

## CHOOSE *One* of these *Two* CAMSHAFT GRINDERS

*... depending on your  
grinding requirements*

Let your grinding requirements de-  
cide the camshaft grinder you buy.  
Whether you grind automotive or in-  
dustrial camshafts... or both... one of  
these Storm-Vulcan camshaft grind-  
ers is the RIGHT machine for you.

### MODEL 75

THE  
CHOICE OF ENGINE  
REBUILDERS AND  
AUTOMOTIVE SHOPS



The Nation's Leading  
AUTOMOTIVE SHOPS  
**STORMIZE**  
with STORM-VULCAN Machines

Get all the facts about the PROVEN  
FEATURES of Models 75 and 75-A  
Camshaft Grinders

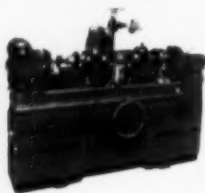


**STORM-VULCAN, INC.**  
2225 BURBANK STREET • DALLAS, TEXAS

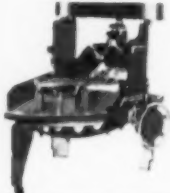
TURBO-BLAST  
PARTS CLEANING  
MACHINES



MODELS 15 and  
15-A  
CRANKSHAFT  
GRINDERS



MODEL 85  
HEADMASTER  
HEAD MILLING  
MACHINE



**The NEW D-1  
DYNAMASTER**  
ENGINE  
RUN - IN  
AND  
TEST  
STAND





New officers of the Texas Automotive Dealers Association are (l. to r.): Frank M. Gillespie, Sr., San Antonio, president; D. L. Johnson, Dallas, first vice-president; Sam H. White, Houston, second vice-president; C. B. Smith, Austin, third vice-president, and Floyd L. Randel, Wichita Falls, who is the retiring president. Tom J. Crooks, who headquarters at Austin, was reelected manager of the association. Newly-elected directors are D. O. Henson of Laredo, John H. Nash, Jr., of Austin, O. H. Sullivan of Odessa, G. C. Dowell of Lubbock, Charles M. Pearre of Weslaco, A. T. Barton of Brady and J. E. Casner of Alpine.

## Upping HP to 305, Cadillac Reveals Plans for 10% More Units in 1956

**C**ADILLAC Motor Car Division plans to produce a record 156,000 units during the next 12 months, it was announced Sept. 28 by Assistant General Sales Manager M. E. Fields at the Atlanta preview of the division's 1956 line of automobiles.

The figure represents an increase of 15,000 cars over the 1955-model production and is more than two-and-a-half times greater than Cadillac's best prewar production year.

"Cadillac's decision to increase production was prompted by general confidence supported by reliable opinion that we shall continue to enjoy the fine economic climate in which we have been operating," explained Fields.

"In the ten and a half months of the 1955-model year Cadillac produced 141,000 cars. This tremendous fine-car sales volume, although representing little more than two per cent of the industry's total production, has made 1955 the most prosperous year we have ever experienced. For Cadillac dealers, too, sales in every department have surpassed any previous year."



M. E. Fields

Fields estimated that production for the 1955 calendar year will total 152,500.

"Cadillac is in an exceptionally favorable position to meet the new-model market," he said. "We have confidently invested millions of dollars in tooling to bring the public a line of 1956 automobiles which displays one of the most comprehensive series of changes made in any single year in our history."

"A new, 285-horsepower standard engine, a special 305-horse-

power Eldorado engine, a vastly improved transmission system, new front and rear bumpers, a new hood, a new grille, new front and rear fenders, a new instrument panel and new interior styling are but a few of the extensive styling and engineering changes which are certain to provide the 1956 Cadillac owner with a new experience in driving satisfaction.

Fields further revealed that to provide additional coverage of the fine-car market and to further expand customer selection, Cadillac will introduce two entirely new body styles for 1956.

Presented for the first time will be the Sedan de Ville, a four-door hardtop, and the Eldorado Seville, a special production two-door hardtop companion model to Cadillac's dramatic Eldorado convertible.

With the addition of the two new models, Cadillac will offer a total of ten body styles in three series.

Additionally, Fields said that production planning for the Eldorado Brougham is progressing at a favorable rate and that the car is scheduled to be presented during 1956.

The Brougham — a four-door, four-passenger coupe — was introduced for the first time as a dream car at the GM Motorama and will be the first such passenger car to be available on a special production basis in the 18-year history of General Motors show car activity.

The highly customized car is only 54" high and reveals a wide departure from conventional automotive styling and construction.

Fields said that dealer inquiries and letters to the factory in ever-increasing numbers indicate an extremely strong response and that many orders have already been accepted.

It is estimated that Eldorado Brougham production will necessarily be limited and that it will be priced at about \$8,500.

In conclusion he reported that although Cadillac currently has a substantial backlog of 1956 orders, the increased production made possible by expansion will result in improved product availability during the new model year.

(More News Briefs on page 150)



Get "hot" performance  
in frigid weather  
by winter-servicing

with **BUICK**  
FACTORY ENGINEERED

Cooling System Parts

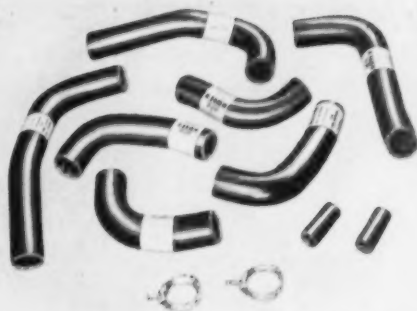
**Buick Engines Perform Best** when cooling systems maintain proper temperature — in winter as well as in warm weather.

**So Profit By Starting Winter-Checking Now** — inspecting radiator, thermostat, fan belt,

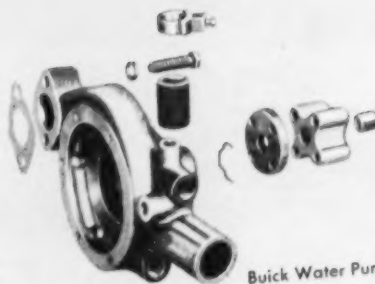
Did You Know that Buick's new 4-door Riviera hardtops have the headroom, legroom and hip-room of full-size six-passenger sedans?

**BETTER WORK WITH**  
**FACTORY ENGINEERED PARTS**

**SEE YOUR BUICK DEALER** — Your One-Stop Source for Buick Parts



Buick Hose and Clamps



Buick Water Pump Parts

See Section 2-F in Your Buick Shop Manual

water pump, hose and clamps—then replacing worn or damaged parts.

**Buy Them From Your Buick Dealer**—at your full discount.

ENGINEER APPROVED ACCESSORIES



FACTORY ENGINEERED PARTS



# PROVED

**in 2 MILLION mile  
Road Test!**

# AUTO-LITE STA-FUL

*The Finest  
Battery money  
can buy!*



# PROOF

## OF GREATER VALUE

### *How This 2 Million Mile Road Test Was Made*

More than two years ago, 100 Auto-Lite Sta-ful Batteries were taken off the production line. Tamper-proof seals were installed on the caps and the batteries were then installed in 17 different makes of cars in all parts of the United States and Canada. Over a 25-month period, the cars were driven a total of more than 2 million miles over all types of terrain and under all climatic conditions. The batteries were inspected in that period only by authorized personnel.



**AT THE END OF THIS 25-MONTH  
2 MILLION MILE TEST PERIOD**

**THESE SCIENTIFIC FACTS WERE ESTABLISHED  
WHICH ACCOUNT FOR AUTO-LITE STA-FUL  
BEING IN FIRST POSITION THROUGHOUT THE WORLD**

1. 9 out of 10 batteries needed water only two times a year, none of the batteries needed water more than 3 times a year.
2. None of the batteries failed.
3. Over 95% of batteries exceeded their initial cold discharge voltage requirement.
4. Over 81% exceeded their initial cold capacity requirement.
5. Over 66% exceeded their initial 20-hour discharge requirement.

**This test Proves "Sta-ful"  
is Best for Your Customers!**

**"STA-FUL" AMERICA'S FASTEST**

# PROOF

## OF GREATER PROFITS

REMEMBER, it costs you just as much in time and money to install an ordinary battery as it does an Auto-Lite Sta-ful. But look at the difference in profit in these two typical sales.

*Sale of  
Ordinary Battery*

*Selling price \$19.95*

*Dealer Cost 13.15*

*Dealer profit \$6.80*

*Sale of  
Sta-Ful*

*Selling price \$27.95*

*Dealer Cost 18.00*

*Dealer profit \$9.95*

**46% MORE  
DOLLAR PROFIT**

SELLING PREMIUM BATTERY

# PROOF



## AUTO-LITE PROTECTS DEALER PROFIT WITH FAIR GUARANTEE POLICY

Auto-Lite Sta-ful Batteries could be guaranteed for 48 months, 60 months, even 72 months . . . instead of 36 months. This is proven by tests in the laboratory and in the field . . . but simple arithmetic proves long guarantees take away the profit dealers need. Look at the examples below for proof how Auto-Lite guarantee policies protect dealer profit.

### DEALER

#### A

. . . had sold his customer a premium battery, guaranteed for 36 months. It failed at the end of 36 months, so he sold another new premium battery and here's the result:

User pays dealer \$ .78 per month for 30 units or months of battery service	\$23.40
Dealer receives for old battery	1.75
Total received by dealer	\$25.15
Dealer net cost	17.64
Gross Profit to Dealer	<u>\$7.51</u>

### DEALER

#### B

. . . had sold his customer a premium battery guaranteed for 48 months. It failed at the end of 36 months so he sold another new premium battery and here's the result:

User pays dealer \$ .58 per month for 30 units or months of battery service	\$17.40
Dealer turns in old battery to jobber	.00
Total received by dealer	\$17.40
Dealer net cost	15.66
Gross Profit to Dealer	<u>\$1.74</u>

**THE AUTO-LITE PLAN OFFERS 325%  
MORE PROFIT FOR THE DEALER**

*See Your Favorite* **AUTO-LITE BATTERY JOBBER!**



# When Front-End Sag causes this ... To give your customers a lift Install Moog Coil Springs designed with a Built-in Overload Factor

**Thousands of extra easy-riding miles** are built into every pair of Moog Coil Springs.

Why? Because they're designed with a *Built-in Overload Factor* to perform better under *all* driving conditions.

**Avoid ordinary coil springs:** Unlike Moog Coil Springs which are engineered specifically for the replacement market, ordinary springs do not compensate for worn and overstressed suspension parts in older cars. Results: ordinary springs wear out fast and ride poorly.

**Avoid shims and gadgets.** They kill the action of the coil and are only temporary at best.

Remember: there is one *best* way to correct Front-End Sag. *Install Moog Coil Springs in matched pairs!*



**BUY MOOG COIL SPRINGS** with *Built-in Overload Factor* where you see this sign... at your Moog Jobber's.

**GHQ for Coil Springs**  
Leaf Springs • Tie Rod Ends  
King Bolt Kits • Shackles  
Coil Action • Piston Rings



**MOOG INDUSTRIES, INC. • ST. LOUIS 14, MISSOURI**



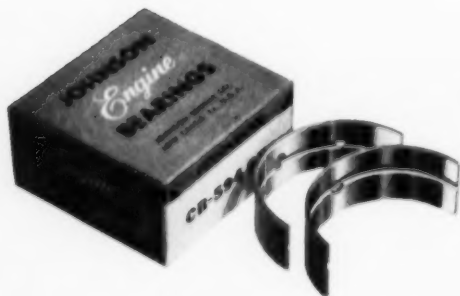
On the assembly line of a leading automobile manufacturer, workers are installing Johnson bearings in a popular six-cylinder engine.

## When you rebuild an engine—use the same quality bearings that were used originally

Johnson is an important manufacturer and supplier of bearings for the engines made on leading automotive production lines. The experience gained in producing bearings for auto manufacturers is put to good use when Johnson makes bearings for rebuilding engines, transmissions and other components. The size tolerance, surface finish and chemical analysis all are equal to those made for original equipment. Easy to

insert, they have the stamina to give long service.

When you need bearings and bushings to rebuild engines and other parts, your Johnson jobber can supply you quickly and at a reasonable price. His stock is backed by large inventories in 24 Johnson warehouses from coast to coast. Try your Johnson distributor the next time you need replacement bearings. Johnson Bronze Co., 565 Mill St., New Castle, Pa.



# Johnson Bearings

# Handle TODAY'S REPAIRS Right!

Choose  
"Professional" Tools  
by  
*New Britain*



Greater strength, better fit, completeness of Line... New Britain Hand Tools offer you these BIG advantages. They handle today's repairs better, easier, and faster—add up to big savings in mechanics' time and trouble.

Whatever the job, there's a New Britain Tool designed to do it *right*—a complete Line of rugged Tools, designed by mechanics for mechanics, available individually or in sets to meet every shop requirement. All are carefully engineered, made from top quality materials, and fully guaranteed. You can count on New Britain Tools to give a lifetime of useful service.

See these great New Britain Tools today! Write for Catalog No. 58 and complete details.



# *New Britain*

**GREATER STRENGTH • BETTER FIT**  
THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONN.

# **HAND TOOLS**



**Quality**  
**COLE-HERSEE**  
Automotive Electrical Products  
*For Your Car*

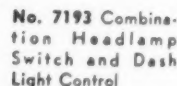


**Sold through leading jobbers everywhere. Specify Cole-Hersee and insist upon receiving same from your jobbing source.**

**Send for Catalog D-134.**



20 OLD COLONY AVENUE, BOSTON 27, MASS.

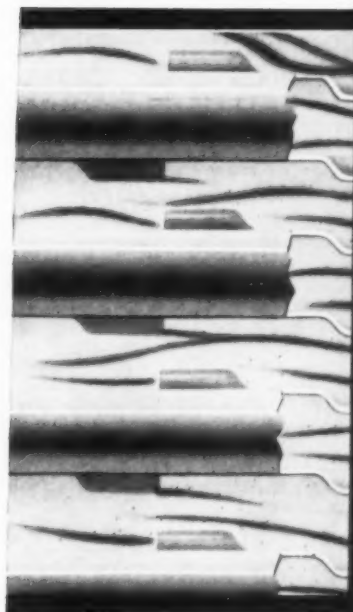


A typical example of one of the many quality products manufactured by Cole-Hersee is the No. 7193 Headlamp Switch. An extra heavy duty unit, the 7193 has special contacts for minimum resistance and maximum life and is conservatively rated for 40 Amps. A variable resistor controlled by turning the knob gives accurate control of dash lamp brilliance for driving comfort, while the integral circuit breaker provides the assurance of safety and circuit protection.

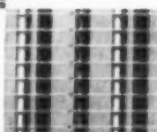


# ALL THE DIFFERENCE IN THE WHIRL!

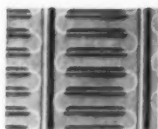
Only Harrison offers "Whirl-Cool" design for top cooling efficiency!



CELLULAR



FIN-AND-TUBE



TUBE-AND-CENTER

You can't beat a Harrison core for durability, for dependability! There's a special Harrison core surface for every type of application.



"Whirl-Cool" action! That's Harrison's secret of success in the automotive cooling field! The

louvered cells in Harrison cellular and tube-and-center radiator cores create far greater air turbulence for more efficient

cooling action. That's one of the big reasons why Harrison radiators are standard equipment on almost every other car that passes your door. And now, a greatly expanded line of Harrison "Whirl-Cool" replacement cores is available at your nearby United Motors Service branch warehouse!

You'll find that now—more than ever before—it's smart to replace with a Harrison core!

## HARRISON

RADIATOR DIVISION, GENERAL MOTORS CORP., LOCKPORT, N. Y.

TEMPERATURES

MADE

TO

ORDER

# NEW **AC** APPROACH to A 3 POINT PROGRAM "Merchandising"



National Ad



Campaign Billboard



Network TV



Counter Cut-out



Window Poster



Window Poster



Miniature Billboard



Package Envelope

## 1 National Advertising designed to do the job!

Above is powerful national advertising that carries the AC campaign theme into millions of homes. *Life*, *Look*, *Collier's* and *Saturday Evening Post* will have this message in their pages in October. The same theme will be plugged on the AC "Big Town" show carried on 105 NBC-TV stations across the country. And there are more than 5,000 billboards.

## 2 Point-of-Purchase Materials engineered for sales!

This point-of-sale advertising will be made available in October. Above you see the big, full-color counter cut-out holding a can of oil and an AC Oil Filter. A miniature billboard is part of the window display along with the two poster squares that read "Change Oil" and "Change Oil Filter." Even the campaign envelope is loaded with selling help.

# OIL FILTER SELLING

## *-Engineered" TO DEALER NEEDS*

### 3 New AC Filter Service Wrench and Service Manual Featured in FM-15 Assortment of 28 Filter Elements!

AC brings you exactly the tool you've been looking for—designed to get into those tough spots and simplify, as well as shorten time on, filter changes. An AC Oil Filter Service Manual covers all installations. With this new wrench your men won't shy away from filter changes. It's an AC *Special* . . . made by CAM-LOC! It's double-end! And, its one-piece, open-end, roller-ratchet head allows short ratcheting arc. It's AC "Merchandising-Engineered."

**Five reasons why this  
new service tool is tops!**

**SAVES TIME  
SAVES MONEY  
SAVES TEMPER  
GRIPS TIGHT  
EQUALIZES TORQUE**



New AC  
Filter Service Manual

New AC  
Filter Service Wrench



**Get the full details NOW  
from your regular AC SUPPLIER**

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION • FLINT, MICHIGAN



# ANOTHER PYROIL FIRST



## the "PYROIL PUSHER"

### AND IT'S F-R-E-E!

with every case of 3-oz. PYROIL "A"

**Puts PYROIL at your finger tips  
... and saves steps**

**Puts PYROIL where drivers see it  
... and buy it**

PYROIL, first sold in 1929, was the world's first engine additive. Others have copied Pyroil's claims. Others give you some of Pyroil's advantages. But Pyroil, and only Pyroil, gives and guarantees *all* these features:

- ★ Greater horsepower
- ★ Smoother performance
- ★ Higher gas mileage
- ★ Longer engine life



#### PYROIL "A"

- Lubricates valves, stems, guides, and upper piston rings and cylinder walls
- Frees stuck valves and keeps them from burning
- Protects against friction, wear, rust and acid attack in upper engine
- Removes carbon and lead deposits. Prolongs spark plug life. Prevents pre-ignition ping
- Increases compression. Restores power and life to engine
- Leaves film on upper engine parts. Prevents dry metal to metal starts
- Rustproofs complete exhaust system (muffler and tailpipe)
- Increases oil and gas mileage



#### PYROIL "B"

- Lubricates valves, stems, guides, and lower piston rings and cylinder walls
- Frees hydraulic valve lifters and keeps them quiet
- Protects against friction, wear, rust and acid attack in lower engine
- Removes varnish and gum deposits. Keeps lower engine clean. Increases car life.
- Increases power and snap. Makes engine run smoother, faster
- Leaves film on lower engine parts. Prevents dry metal to metal starts
- Keeps moisture from condensing on metal surfaces
- Reduces operating costs

**Compare Them ALL . . . Choose the best, the safest . . .  
... You'll decide on PYROIL "A" and "B"**

**Order your FREE "PYROIL PUSHER"  
from your jobber today. Quantities limited.**



PYROIL COMPANY, INC., La Crosse, Wisconsin, U.S.A. Toronto, Canada

**SUPER LUBRICANTS • WORLD FAMOUS SINCE 1929**



# OVER ONE MILLION WATER PUMPS WILL BE SOLD THIS WINTER!



FREE "WINTER CHECK"  
WINDOW SIGN BRINGS  
IN CUSTOMERS! Ask  
your AIRTEX Jobber —  
or write direct



Every Time You Make a Winter Check-Up . . .

## *Check the Water Pump!*

MORE THAN A MILLION Water Pumps are sold during the winter months! The reason is obvious—a worn or defective pump means poor circulation and increased danger of freeze-ups. So be sure to inspect the Water Pump on every Winter Check-Up, and convert many of them into profitable "big-ticket" sales!



Install a new  
**AIRTEX Water Pump**  
with exclusive  
**NYLON Bearing Retainer**

Tough . . . Resilient . . . Indestructible  
—delivers thousands of extra miles  
of trouble-free performance!



Order from your Independent  
Jobber — Guardian of  
Your Welfare.

**AIRTEX AUTOMOTIVE DIVISION**

FAIRFIELD, ILLINOIS

IF IT'S AIRTEX . . . IT'S GOT TO BE GOOD!

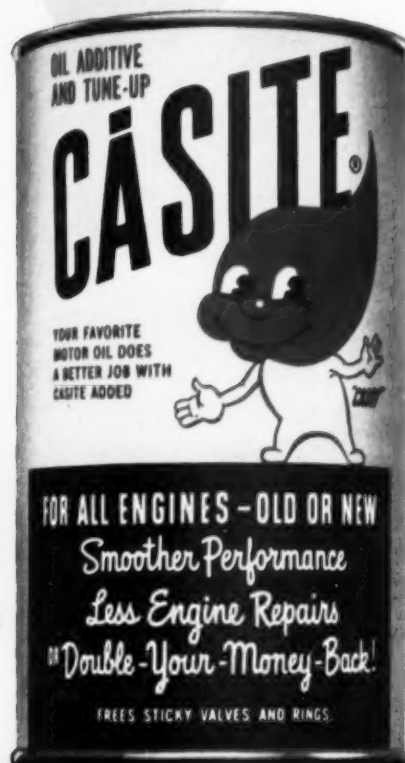
IF IT'S AIRTEX . . . IT'S GOT TO BE GOOD

# Now **2** great

**Fast, low-cost tune-up  
Frees sticky valves and rings  
Quicker starting all year 'round**



**OVER  
120,000,000  
CANS SOLD**



Long, hot summer driving leaves car engines balky and off-key. What these troublesome engines need is a quick Casite tune-up—the best non-mechanical tune-up money can buy!

Old car or new, a pint of Casite through the carburetor air intake or in the gas tank, and a pint in the crankcase, restore engine energy fast. In only a matter of miles, your customers can feel the wonderful difference Casite makes.

A Casite tune-up quickly removes all of summer's sludge, gum and goo—frees sticky

valves and rings—lets the power zoom through!

Make it a habit to remind every new car owner about Casite, too—tell 'em Casite is recommended to ease break-in and cut start-up wear by speeding oil to the "tight spots."

• • •

Boost your Fall profits with Casite—the fast "tune-up in a can" that gives customers guaranteed results or Double-Their-Money-Back.

HASTINGS MANUFACTURING COMPANY, HASTINGS, MICHIGAN  
Casite, Wear Reducer, Piston Rings, Oil Filters, Spark Plugs

Car owners everywhere are being told about Casite through hard-selling advertisements in The Saturday Evening Post, Collier's, Look, Popular Mechanics, and Popular Science.



## **Nationally-advertised \$5.50 Hickok Set—**

You get a handsome Hickok cuff-link and tie-bar set *free* with every 48 cans of Casite. Sets are smart, popular. You'll want one for yourself . . . others for gifts.

**Free!**

# additives from **HASTINGS**



**Gives smoother, quieter engine**

**Stops hydraulic lifter noise**

**Smooths out fully automatic transmissions**



This amazing new product makes modern high compression engines smoother, quieter, more powerful. It prevents and stops hydraulic valve lifter noise.

A pint of Hastings Wear Reducer in the crankcase stabilizes and fortifies the oil . . . adds oiliness and increases film strength . . . makes the oil double-tough and prevents acid, rust and corrosion. And H-W-R is effective with *any* brand or type of motor oil.

By reducing friction, H-W-R virtually wear-

proofs the engine and increases the life of all moving parts up to three times. Less friction means more power and increased gasoline mileage. H-W-R keeps the engine free of sludge and gum, and does not filter out or evaporate.

• • •

And, added to fully automatic transmission fluid, H-W-R is the answer to smoother operation—without annoying jars and jerks.

HASTINGS MANUFACTURING COMPANY, HASTINGS, MICHIGAN  
Wear Reducer, Casite, Piston Rings, Oil Filters, Spark Plugs

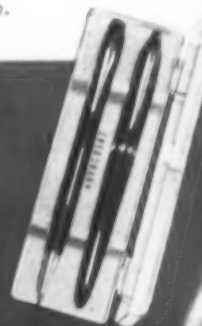
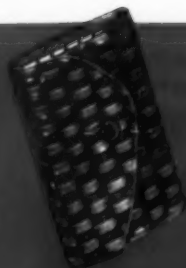
H-W-R is being introduced to car owners across the country with dominating advertisements in *The Saturday Evening Post*, *Collier's*, *Look*, *Popular Mechanics*, and *Popular Science*.

**FREE...**

with 12 cans of H-W-R  
Attractive plastic key case  
with new weave design.  
Long-wearing hardware—  
detachable loops.

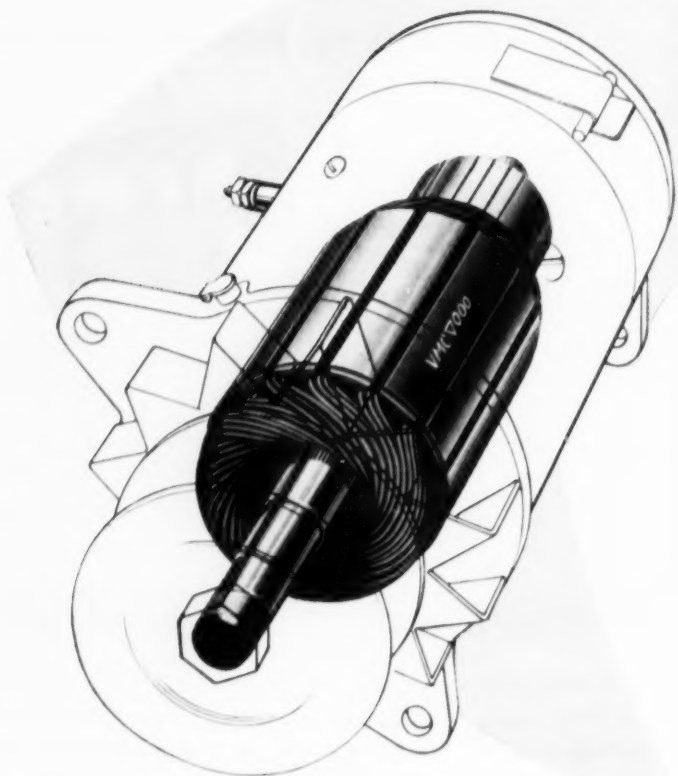
**FREE...**

with 24 cans of H-W-R  
World-famous Eversharp  
pen and pencil set. New  
X-1000 pencil. Pen has re-  
tractable point.

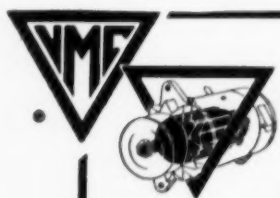


# PRECISION-THE INSIDE STORY

*...every VMC generator armature is  
remanufactured to factory specifications*



The **VMC** System is a national organization composed of independent rebuilders who have adopted the **VMC** Factory Method of remanufacturing automotive generator armatures. This system was established to produce a definite quality of armature by duplicating original pre-formed coils in wire size, number of turns, appearance and performance. The System's continuous development of new methods and materials assures that **VMC** is the best replacement generator armature today and will continue to lead the field in the future.



**THE VMC SYSTEM**

*FACTORY METHOD RECONDITIONING*

LOCAL SERVICE • NATION-WIDE

BUY  
FROM  
YOUR  
JOBBER

STATION D

ATLANTA • GEORGIA



## SOUTHERN AUTOMOTIVE JOURNAL

OCTOBER, 1955

A report on what can be accomplished for human safety and for shop volume when the automotive folks are inclined to cooperate.



This shows a routine, monthly meeting of all service managers of the North Carolina city of Rocky Mount. However, some city, county and state officials were present to compliment the group for helping to make cars safer and to pledge their willingness for full assistance.

# Rocky Mount "Organized" Safety

AS SOME factories announced safety belts as optional equipment, so other elements of the industry have become more interested in the safety angle than in past years.

Rapidly mounting motor vehicle registrations and the continuing congestion on inadequate, unimproved streets and highways have kindled this attention.

A leader certainly in the South is the Rocky Mount (N. C.) Service Managers Safety Club, more than a year old and still conducting a program under which every dealership's service department safety-inspects every car.

Safety is an organized fact in that city, situated northeast of Raleigh. Civic bodies and local, county and state police have openly declared their intentions of backing up the club's findings, giving almost official status to whatever comes up from the unrequested inspections.

One man's car in a shop was found to have only handbrakes, and they weren't very efficient. When the owner refused to have the work done at any shop, the police were tipped off and they saw to it that the jalopy didn't move. They came by daily to make certain.

One father was amazed at the unsafe condition of his son's car. He was so amazed he ordered a new car instead of repairs!

The club got started last year when voluntary inspections were being promoted by the Carolina Safety League. Ultimate hope was for a compulsory state inspection law, but such a bill failed at the last legislature.

But the average customer's response in Rocky Mount was so fine that the inspections have become routine.

A shop doesn't insist on any work being done after it's uncovered by an inspection.



Service Manager Bill Phillips (Packard) reports: "23 cars inspected last month, of which 16 needed repairs and seven were okay." At this same meeting Leon Shearin (Oldsmobile) reported: "85 inspected, 46 needed repairs and 39 okay." So it goes every month, with all service managers reporting on their findings, with a third or more vehicles usually found needing safety service. Maintaining safety-consciousness in their shops in this fashion costs the dealers exactly \$7.50 every three months, which covers the costs of a meal every month. Turn the page to read the testimony of officials on their opinions of the Rocky Mount Service Managers Safety Club and how they are volunteering to enforce the standards of inspections being carried out voluntarily by this group.



## The Photos

### **J. I. Nichols, chief of police:**

"I'm sure the city-wide safety inspection pushed by this club last spring has saved some lives. I believe we should all push for a compulsory inspection law and I believe we can get it at the next legislature since the voluntary inspections have been so good. I don't know when we have had a case made out for brakes."

### **G. O. Womble, sheriff of Nash County:**

"We have noticed fewer cars with mechanical defects since the inspections have been made by you. The worst thing we have are cars with one light or unadjusted brakes or no taillights."

### **J. B. Robinson, lieutenant, city traffic department:**

"The police department is always ready to cooperate with this club. If you don't want to tell a man he can't drive his unsafe car, tell us and we'll see that car isn't moved until it is fixed."

### **W. F. "Bill" Pridgen, North Carolina Highway Patrol (bottom left photo):**

"Seventy-three of the fatal accidents which took 991 lives in this state last year were cars with mechanical defects, broken down as follows: brakes 27, lights 6, steering 6, tires 24 and miscellaneous 10. Ninety-nine more people have already been killed on our highways this year than the same period last year. We have been experiencing less faulty-mechanism accidents since this club has been in force."

Raymond F. Hardee (Chrysler-Plymouth) as club secretary jots down the reports on monthly inspections as the service managers report. Looking on is Harvey Brown (Ford), club president.





# Shop Volume Up; Plan for More

**Two out of three report increases.  
Inspection law aids West Virginia.**

**S**ERVICE volume is running above the same period of 1954 in almost two out of every three shops over the South and Southwest.

Based on returns from questionnaires sent 400 car dealers and 400 garages in a survey last month, tabulations showed 62% with a higher figure the first eight months of this year than the comparable period of 1954. Twenty-six per cent said their volume was down and 12% listed the same amount.

Plans were revealed for expanding buildings and for buying more modern equipment in order to handle more business. Lack of space was admitted by some as the reason for low volume.

More cars on the road were suggested as one reason for the upturns in some cases. West Virginia particularly reported increases, brought on by the new motor vehicle inspection law.

One dealer in a Texas town reported his volume up 28% and attributed it to changing the service manager and some other shop personnel.

E. J. Wyatt, Chevrolet dealer at South Boston, Va., whose volume was higher by 6%, said that farm weather was better, accounting for the increase. To boost his shop sales higher he said he was training more mechanics.

Commented Perry Motor Co. (Chevrolet), Elizabeth City, N. C.:

"Our volume is up 3% but profit is down. Loss to date in 1954 was \$2,500. For 1955 the loss is \$9,500 due to higher overhead.

"We have been trying to keep the same labor rate of \$2.50, but we are changing this to \$3.

"We are getting more shop volume now than we can do with inadequately trained help. We have several men in training who help to increase overhead.

"Being old-fashioned and only in business 38 years, we always felt that our shop was to help our customers and not gouge them. Today the trend is to give them the new car and try to get your profit from your service end.

"We would like to add that while we were losing \$9,500 from service labor and overhead that we did make twice this amount from sales of parts and custom-made seat covers.

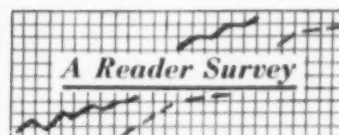
"The above \$9,500 is almost equal to the amount we have made on the sale of 211 new units and 487 used units as through August, 1955."

Some shop operators may feel like W. N. O'Bannon (Chevrolet-Oldsmobile), New Madrid, Mo.:

"We have had the same shop volume. We have no plans for boosting it as we have all the work that we can handle with the manpower and size of shop. We could increase 10% or more by adding to the building and manpower. We have a big enough headache without adding to it."

Reporting on the effects of the inspection law, William W. Thorn of Thorn's Motor Service, Grafton, W. Va., said:

"My volume is up 25%. This state inspection law has caused all



the shops in this area to be very busy. I don't think all cars will be inspected by Sept. 30, which is the deadline. I think more inspection stations are needed.

"The sale of mufflers, tailpipes, front-end parts, brakes, glass, etc., has been very good. About 75% of my work has been installation of these parts."

The 25% rise at Moore's Auto Service, Ramseur, N. C., was attributed to changing the line of tires carried and to the addition of more modern equipment. Plans are underway there to get more fleet business as a way of maintaining a continuing flow of volume. The company already has a large dairy fleet.

J. R. Hutchens, Hutchens Chevrolet Co. (Chevrolet-Oldsmobile), Tishomingo, Okla., reported a gain of 17%. He said this was due largely to spending \$200 in running weekly a two-column by 6" ad of "come-on" shop special (actually at regular prices) and explaining that the repairs could be paid monthly on the GMAC budget plan.

His labor is up \$3,000 over last year with the addition of one mechanic, who is on commission.

A Wellington, Kan., shop operator said that in order to counteract his drop in volume he was planning to promote safety specials to bring in jobs which the owners didn't realize they needed.

"Good service" was the reason accounting for a climb of 25%, reported Miles Pontiac, Kissimmee, Fla.

Fred Lowe of Joplin, Mo., said his volume increase of 10% was attributable to "more money in circulation." His plans for the future call for "keeping a clean shop, a friendly atmosphere and contacting more people."

A Cadillac-Oldsmobile dealer in West Virginia announced plans for purchasing some equipment. His volume rise of 10% was due to service advertising, he said.

W. J. Gallagher, whose company, Small Car Motors, Memphis, Tenn., deals in foreign cars, said his volume was up 20% due to "fair prices and satisfied customers."

(Continued on page 82)

# New Building Doubled Volume

**M**Y NEW shop is tailored to the kind of operation I had always dreamed of having. I knew just what I wanted.

Out of years of experience with shop congestion, difficult maneuvering at exits and entrances, limited parking space and actual turning away of good volume, I designed the shop I knew I could operate in efficiently and profitably.

I planned the kind of shop I knew my customers would appreciate driving into.

I knew if I found the right location in town, I would open up an unlimited potential from Route 40's transient traffic, as well as retain and expand my local trade. I knew if I planned my space properly, I could get a maximum production out of well-equipped stalls that were easy to get to.

I had always felt that if I could get closer to my operation, practically live with it 24 hours a day, I would gain wider recognition for dependability in emergencies that my old customers knew I had. That was why I planned residence over

By **JAMES S. KERR**

Owner, **Kerr's Ignition and Brake Service, Cumberland, Md.**

my garage when we worked on plans.

It's not always possible to arrange reality on paper. This time it did work out; my shop is it. I doubled volume within the first few months of operation.

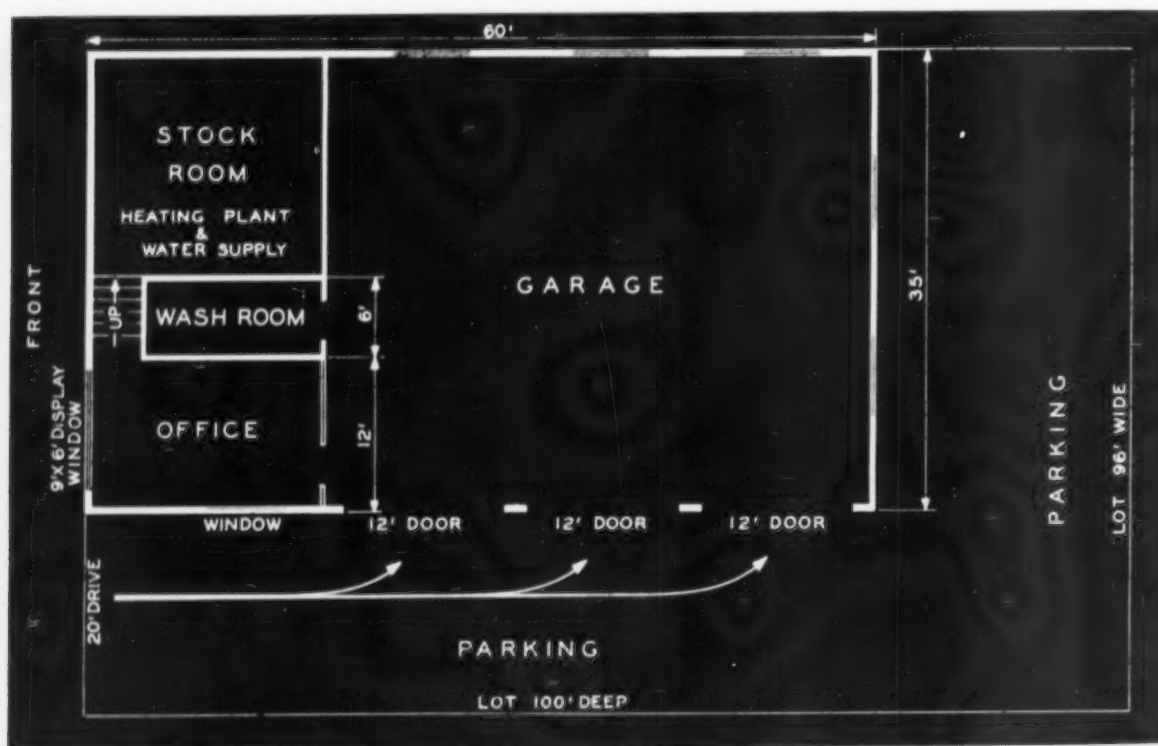
I am attracting an ever-increasing repair volume from the flowing traffic over Route 40. We are close to the heart of the city's business center, on a street that leads to important routes and commercial activity. Our local customers are steadily increasing in number as they slip into and out of our shop with ease. We have plenty of off-street parking. Nobody loses time and patience having to back out of a full shop cautiously. But let me get on to details.

We did a lot of looking before we found a 96' by 100' piece of land that met our conditions. How the building was to be set on the lot, where to locate the driveway

and where to have the stall entrances were all of extreme importance.

With the railroad cutting through town at our vital intersection, and separating us from direct contact with Route 40, we had important decisions to make as to which way to face our building. Moreover, we had always had the notion that a garage ought to have a good lively display window of parts and accessories. This was another feature we hoped to work in.

We put up a two-story building 35' by 60' comprising a three-bay garage 35' by 42', an office and stockroom 35' by 18' on the first floor, and an apartment on the second floor. Our garage of three doors, 12' by 12' each, has a 13' ceiling. We are furnished heat with two 90,000 btu unit gas blowers and have plenty of natural light in each bay from five windows, with supplementary fluorescent light from six two-tube fixtures on the center ceiling beams and three three-tube fixtures on the wall beams. No columns or ceiling sup-





## Second in a series on efficient planning of garage buildings.

ports break up our floor space to impede the flow of traffic.

Each stall has its own doorway facing our 61' by 100' parking lot and driveway. With this generous amount of space no congestion arises from waiting or parked cars. If all three stalls are occupied, a customer may leave his car on the lot, well out of the flow of shop traffic, or pull over to the side without obstructing cars ready to pull out. Ten cars can be comfortably parked here.

I find my stall arrangement and equipment layout most gratifying. We have utilized space purposefully with a view to high productivity.

So many garages tie up a whole bay with a front-end machine or a lube rack. Our middle stall is a three-in-one in which we do front-end, wheel alignment, lubrication and tune-ups. With a portable wheel alignment machine that can be moved out of the way, our twin-post hoist is available for a lubrication job. In the same stall we have our diagnosis equipment for tune-ups, including motor analyzer, distributor test bench, generator test bench, lathe for armatures, and motor and electrical repair tools.

We put another stall to double duty by having a drain at one end for car washing and using the other half for general car repair. Two cars may be accommodated in one stall. The third stall is equipped to handle general repairs.

On our rooftop we mounted a sign 26' by 13' facing Route 40 that no traveler could miss. The sign declares in large letters that we specialize in ignition and brake repairs. At the ring of a doorbell we are available after closing hours to put a transient's car back into operating condition. We are proud to say there's many a traveler we've helped get on his way, so we know the sign is coming to the rescue of many a harassed driver.

We told all of our old friends when we were relocating and they followed us faithfully to our new place of business. But we wanted many new local customers to discover the quality of our workmanship too, and decided on what we considered the most effective and inexpensive promotion in Cumber-

*(Continued on page 74)*



Top: This shop had to be located across the railroad tracks from the main highway, but the huge sign helps offset this particular site. Center: Large parking apron and three doors almost turn the shop into an outdoor one! Bottom: Garageman Kerr finds this taxicab advertising service a good investment. It costs him \$45 for a week on 16 taxicabs.

# Car Dealers Answer Factories

**Franchised holders "lay it on the line" here. They expect—and deplore—renewed "blitz" ads. Some blast at their manufacturers.**

**F**RANCHISED car dealers are in for even more competitive selling next year than this record year of 1955. A lot of them don't like it, but some veteran dealers and factory executives alike don't see how the situation can easily be avoided.

The dealer reaction represented the views of many who replied to a questionnaire sent 400 franchise holders over the South and Southwest last month. The factory executives expressed themselves privately in interviews with SOUTHERN AUTOMOTIVE JOURNAL at Detroit last month.

"The pattern has been cut and it looks like we'll all have to follow it," commented one topflight "Big Three" factory official. "The grocery stores and drug stores had their merchandising revolutions and it looks like we are having a revolution in our industry."

"If a dealer can't change and accept the principle of fast turnover at a low per-unit profit, then he'd better get out before the factory or his competitors put him out."

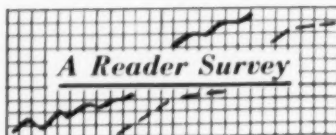
The production of around 7,300,000 this year would far exceed the 6,800,000 of 1950, the previous record. However, Detroit talk already has 1956 outscaling the 1955 heights by several hundred thousands, or equalling it.

How much longer can these high sales continue?, one executive was asked.

He replied frankly that he didn't know, but that as long as other factories were shooting for new peaks, he did not see how his factory could act otherwise. When the leveling off would take place was one question he admitted he couldn't even begin to answer.

Here's a run-down of some of the comments by dealers, all of whom were asked to speak frankly, either for publication or anonymously, in answering these questions:

**What are you planning for the new model year which you feel will**



**help your net profit position?**

**In what way do you feel your factory can aid you in such planning?**

**In moving '56 models, do you expect a resumption of the fantastic give-away, pay-'til-hell-freezes-over ads?**

**Do you favor a return of governmental credit restrictions on automotive paper?**

(In general, the replies were split approximately 50-50 over the credit question. Very few expected an end to the "blitz" ads.)

**I. C. Pendarvis, Mobile Penn Motor Co. (Dodge-Plymouth), Mobile, Ala.**—"We need better selling. Better training for mechanics. Less factory pressure, more and harder work. The factory could help us by shipping us what we want—model and equipment. I expect a return of those ads."

"Hereafter I expect from the factory more pressure than in 1955. I think 1956 will be the greatest give-away year in automotive business. I predict, however, some governmental credit restrictions. I favor some sort of restrictions to a point. The only trouble about restrictions is, they are usually too strict, but I believe they've got to come."

**Said one Chrysler Corp. dealer:**

"..... and ..... (three General Motors dealership names deleted by editors) here in ..... (name of city deleted by editors) have been told they are going to be canceled and I think the only damned reason our factory hasn't gotten tough yet is because they haven't been in a position to."

"I expect you have seen Colbert's (President L. L. Colbert of Chrysl-

er Corp.) bombshell announcement about taking Plymouth away from some dealers. My honest opinion is that only about 10% of Chrysler Corp. dealers will take that lying down. I think that next year sales gains will be rougher than ever before."

**Pennington Service (Oldsmobile), Harrisonville, Mo.**—"We are planning better service and increased parts sales. It looks like small profit next year from new-car sales. The factory is furnishing satisfactory service schooling now. I expect a return of the ads and I favor a return of governmental credit restrictions."

"The factory should:

"Quit supplying genuine Oldsmobile parts to other GM dealers at Olds franchised dealer prices;

"Quit selling parts to independent parts jobbers;

"Quit selling parts to body shops direct and at dealer prices;

"Cut production of '55 models early instead of giving bonus prices to clean up."

"Dealer's contract with manufacturer should not be cancelable in 90 days."

"The amount charged for advertising per unit is too high."

**A Southeastern Chevrolet dealer**—"I expect a resumption of the ads. How can you keep 'em off it 'til they go broke? I don't favor a return of credit controls."

"We plan no special new ideas for 1956. Our business is not particularly organized in such a fashion. We plan to continue the same policies and procedures that we have followed these past 37 years, which are to know the market, give the customer his dollar's worth and have the finest reputation in the area."

"Factory day-to-day relations are good. Policywise, there are a great many points that at least should be aired by both sides for mutual benefit. It would take a paper of considerable length to

cover the subject."

A well-known *Southwestern Lincoln-Mercury dealer*—"We are planning a reduction in overhead and less sales volume. We expect a return of the ads and we favor credit controls."

A *Missourian*, a dealer for 35 years, said he anticipated a return of the ads and disfavored credit controls even though "the way dealers are butchering today's business in automobiles and trucks is just unbelievable."

A *Missouri Buick dealer*—"We plan to make every deal stand on its own merits, profit-wise. The factory could help by quit trying to bust production records. We expect a return of the ads but do not favor credit controls."

A *Tennessee Ford dealer*—"We plan fewer sales, more gross profit. Factories should slow down production, although our relations with the factory are good. We expect the ads again and favor credit controls."

Said one "Big Three" dealer in a small Southeastern town who is giving up his franchise in December:

"I am now in my 22nd year as a retail dealer connected with this factory. Each year during the last past four I have put into my dealership funds from previous earnings."

"I deeply regret after all these years the circumstances in which I find my plight. I love the business. I have a most loyal respect for my factory; I am thoroughly sold on its fine products."

"I feel that restrictions should be placed at production level and not at retail terms."

"Factory representatives no longer sell dealers on certain plans and ideas; they pressure, threaten and must-plan take orders. They no longer counsel with dealers at district levels; rather it is a stool-pigeon operation—gather all facts possible, report to superior to get his thinking before offering any promise or commitment."

*Nash dealer, Hopkinsville, Ky.*—"We plan to buy and sell more used cars. The factory can help us by continuing the dealer bonus."

"Our relations with the factory are good. What Nash needs, for one thing, is more dealers. The 'Big Three' enjoy the most sales because of their dealer coverage and not because of any superiority of product. Actually the Nash has many fine points over them all."

"The more of anything the American people see, the more in-



What will be the net profit to come from the average dealership next year? Many dealers already are fearing a return of the "hot" sales campaigns in the car production battle. Some of them tell here what they would like from their factories. Some say why they are quitting.

clined they are to accept it. What we need are some laws to break up monopolies, not only in the automobile business but many others. Some people are of the opinion that we already have the laws and what we need is enforcement."

(Rep. James Roosevelt (D.-Calif.) said a few weeks ago his house small business subcommittee was considering an investigation of the automobile retailing industry as the group had received complaints from dealers. A probe already is underway by a senate subcommittee, composed of Senators A. S. "Mike" Monroney (D.-Okla.), Strom Thurmond (D.-S. C.) and Frederick G. Payne (R.-Maine).)

F. B. James (Oldsmobile), *Charleston, S. C.*—"We plan to sell for a profit—not for registration. Our factory can help us by good distribution of cars where retailed in the dealer's territory and not overproducing and causing the market to be flooded. Whether the ads will return depends on production."

"My relations with the factory have been very satisfactory. As of to date I have not had to take any cars I did not want. This may be unusual, but I have had fine cooperation from the factory."

"It does look, as of now, that the pressure you read about will continue from the factory on certain dealers who are not getting a certain percentage of the market."

"We are enjoying a better market, percentage-wise, than Pontiac or Buick in our market. However, should pressure be put on those two dealers, then I feel it will be tougher on me."

"My profit picture is better than last year and it is not water, either!"

F. K. Holman, *McCollum Motors, Inc.* (one of the original Dodge dealers, going back 42 years). *Sumter, S. C.*—"We plan to employ additional salesmen and turn used cars every 30 days. The factory can help us by shipping more Plymouths. Relations with Dodge and Plymouth factories have been excellent, with the exception of not having had enough Plymouth cars during the 1955 season."

Hal Word, *Word Motor Co.* (Chevrolet-Oldsmobile), *Scottsboro, Ala.*—"We will have to see what the other dealers do before we will know what we can do in 1956. The factories could help us by stopping dealers from wholesaling new cars to bootleggers."

L. T. Dent (Buick), *Jesup, Ga.*—"We plan to work a little harder and the way to get anybody to work harder is for it to be profitable. The factory can aid us by cooperating with dealers instead of dominating with its interest and at a loss to dealers."

Frank P. Myers (Pontiac), *Raleigh, Miss.*—"The factory can help me by giving me cars for the first six months and then I can make some money. Pontiac has been very good to me and I try to be nice to it."

James Wentworth (Dodge-Plymouth), *Meadville, Miss.*—"We plan to do only sound business next year. My relations with the factory are good. I am well satisfied."

Jeral L. Hampton (Pontiac),  
(Continued on page 126)



The newspaper ad at right helped bring 20 women into this dealership for a demonstration of wheel balancing. The next day the shop sold them four such jobs.

## Gals and Gaskets Get Shop Going

**They came, they saw, they  
were convinced. Then the  
ladies were ready to buy.**

**By Baron Creager**  
Southwestern Editor

ONE night last spring 20 women watched and heard a demonstration of wheel balancing in the service department of the Dumas Motor Co., Ford-Mercury dealership of Dumas, Ark.

The next day J. W. "Johnnie" Tucker, service manager, ran four wheel-balancing jobs through the shop. All four jobs resulted directly from the previous night's demonstration.

Following another class later on in a series for women only, there was the matter of \$60 in parts and customer labor also traced directly to this course of non-technical instruction.

The \$60 represented work needed on cars driven by some members of the class. Except for the instruction, this need for service might have existed indefinitely in the cars involved. The point is that when women who drove the cars learned to recognize a service need, they bought the service.

In July, Merle F. Peterson, manager of the dealership, commented that both June and July are normally very slow months.

"But, we have just finished the best June we ever had in this dealership and we give this class of instruction much of the credit.

"We have learned there is a source of service volume that has not been properly exploited. This source is represented by women who either drive their own cars or are largely responsible for the family car. When they learn to recognize the necessity of service, they become good customers."

This course called for a class one night a week, over a period of six weeks, and was and is sponsored by a nationally-recognized manufacturer (Alemite's "Gas, Gaskets and Glamor" schools) through his dealers. Dumas Motor Co. alone in that territory in turn sponsored the school locally.

Referring to the possibility of

using this or a similar women-only course of instruction with effectiveness in communities of relative size, Peterson said:

"Most of us don't have any original ideas. We usually pick them up from some good publication like yours, or from some other dealer."

Service Manager Tucker thinks there are long-range benefits to be realized from such a women-only night school. He has already perceived benefits less tangible than the four wheel-balancing jobs and the \$60 in parts and labor previously mentioned—lasting benefits that he thinks could mean more to the dealership in the long run.

"Perhaps the outstanding advantage from such a course is the fact that the women who participated now understand the serviceman's position better than they ever did," he said.

"There is no longer a curtain  
(Continued on page 78)

## For Ladies Only!

**BRAND NEW  
IN  
DUMAS**

ENROLL TODAY FOR  
"GAS, GASKETS & GLAMOR"

**DUMAS MOTOR CO.**

**FREE School  
in Car Care**

Every Monday evening  
for 6 weeks  
starting April 18  
7:30 - 9:30



Amaze  
your husband!  
Know your car!  
Save your money!  
**LEARN THESE  
VITAL FACTS  
FROM EXPERTS!**

**CLASS I** The "Inside" Story of Your Automobile  
**CLASS II** What Makes the Wheels Go 'Round  
**CLASS III** Just Plain Good Car Care  
**CLASS IV** The Seasons...Your Car...and You!  
**CLASS V** You're in the Driver's Seat  
**CLASS VI** Your Car is an Investment!

Co-sponsored by Alemite, Division of Stewart-Warner Corp.  
"Gas, Gaskets and Glamor" is non-technical, interesting.  
Written for women, by Miss Gwynne DeCoverly, Alemite's Automotive Advisor.

**Form a group! Bring your friends! Sign up now!**

**Dumas Motor Co.**

Highway 88

Phone 118



# A Volume-Doubling Service Manager in Action

By C. Thomas

**H**ow efficient is *your* service manager? If given the opportunity, could he double your shop volume?

V. L. Morgan doubled the shop volume for the Broncho Chevrolet Co., Odessa, Texas, within a year's time. It all happened when the former owners sold to the present one.

After acquiring ownership, the new owner called the three old department heads in conference. Your present job is yours—as long as you produce, he told them. And he added that they hadn't been producing in the past, according to the records.

Now there are five department heads, Morgan is the only one of the original three.

When Morgan went on the payroll of his present boss he had the following shop personnel, compared with the present:

Before		Now
8	line mechanics	13
0	new-car servicemen	2
2	wash men	2
0	lube man	1
1	service salesmen	2
0	shop foreman	1
2	porters	4
13		25

We might add right here that there is no more available shop space than before and no new equipment has been added. Of course, the old equipment has been replaced with new. Mechanics cannot produce with worn-out and obsolete tools. As working space is at a premium, each me-

(Continued on page 94)

**Top photo:** Morgan meets friends on the street and invites them into a cafe for coffee. Cafe personnel often are asked about a good shop. Seeing Morgan in so often, they naturally think of him.

**Center:** Morgan calls regularly on hotel managers and desk clerks. This room clerk sends him many customers.

**Right:** Service Manager Morgan visits a men's wear store to solicit work. He believes in asking for jobs.





## The New Continental

**F**ORD Motor Co.'s luxury car, which may retail for around \$10,000, appeared this month, bringing back to the market the well-known name of Continental.

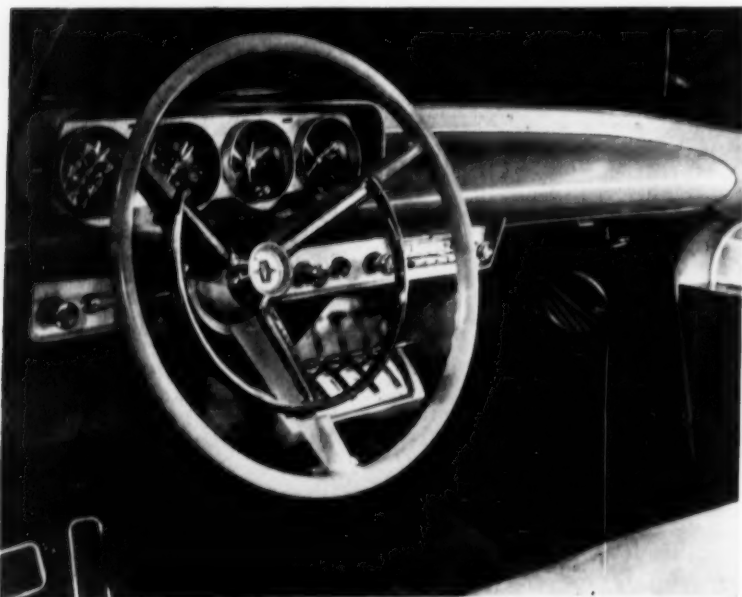
The Continental Mark II, a modern-day version of the unit conceived in 1939 and first produced as a 1940 model under the guidance of the late Edsel Ford, has an engine consisting of an overhead valve V-8 with displacement of 368 cubic inches, bore and stroke of

4" by 3.66" and a compression ratio of 9 to 1.

The transmission is the torque-converter type. Power steering is the recirculating-ball type with gear ratio of 19 to 1 and over-all ratio of 22.1 to 1. Springs are independent coil in front and in the rear consist of semi-elliptical leaf.

Brakes are hydraulic, internal expanding, duo servo, single anchor. Effective braking area is 207.69 square inches.

Simplicity of the interior design is heightened by the functional arrangement of the instruments. Cluster at left has four indicators—for fuel, oil pressure, temperature and battery. Next is the speedometer-odometer. Third from left is an electric clock with sweep second hand. At right is a tachometer. All Ford cars this year have the safety steering wheel.



Exterior dimensions are: wheel-base, 126"; over-all length, 218.4"; over-all height, 56"; over-all width (maximum), 77.5"; front tread, 58.5"; rear tread, 60".

Interior dimensions: head room—front, 35.4", and rear, 34.5"; leg room—front, 42.7", and rear, 40.6"; shoulder room—front, 55.8", and rear, 53.5"; hip room—front, 59.6", and rear, 56.9".

Under the direction of William C. Ford, vice-president of Ford and general manager of the Continental Division, stylists of the Continental Mark II have attempted to retain in modern form the proportions of the former Lincoln-Continental.

The term "modern formal styling" was adopted at the outset, according to Chief Stylist John M. Reinhart, to establish direction in designing a conservative automobile of superior quality with emphasis on honesty of line rather than on artificial styling devices.

"Maximum effect of Continental styling is evident in the functional use of sheet metal, chrome and glass," Reinhart said.

"For example, the rear fenders, bumpers and grille are blended with the basic body to achieve an integration of all components in a unified design.

"We have maintained generally the over-all ratio of hood length to passenger compartment length to rear deck length of the former Lincoln-Continental. It was a distinctive car deserving of the term 'classic' because it has withstood the test of time and looks modern 15 years after it first appeared."

Although the fashionable spare tire mount of the Lincoln-Continental has become a familiar accessory on many cars, it seemed unreasonable to name a car "Continental" without this feature in some form, Reinhart said.



By **JOHN H. LANDER**  
President, Georgia Automobile Dealers Association

**S**PEAKING to you today, I know how Will Rogers used to feel, because all I know about our automotive business, as it is now, is what I see in the papers.

In case you've been so busy trying to find your disappearing profit that you haven't read much lately, just let me review a few of the things I've discovered in the papers and automotive publications in the last few months.

First and foremost are the headlines proclaiming that 1955 is the greatest year in automotive history. Every week sees all previous records of production broken. Last month I think all manufacturers were bragging about having produced more cars in six, seven or eight months of '55 than in all 1954! Even the independents were getting in the act, bravely telling the world they were doing so much better than ever before.

The same type of story is being published by all allied lines too. The tire people, the parts suppliers, the steel industry are all operating at break-neck speeds, surpassing even the Korean War year of 1950. And the automobile finance industry is doing such a terrific volume that the overlords in Washington, who want to see lots of business, are worriedly beginning to pull a few strings in an effort to slow down the ever-mounting totals of consumer debt in automotive purchasing.

Wonderful, ain't it?

What else hits me between the eyes as I read about our industry? Profits, brother, Profits! Nice, juicy, large, amazing, fantastic, colossal, unheard-of PROFITS! Again, all records are being broken with each quarterly publication of manufacturers' profit statements. And again, even the lowly independents are proudly boasting that they are not losing money any more! And the tire people, the parts suppliers and finance companies are right up there with the car manufacturers, breaking profit records right and left.

Just simply wonderful, ain't it?

What else impresses me in the papers about our industry? The new labor contracts! Guaranteed annual wage for all automotive workers! Another record for labor and the unions—and how did they reach this Utopia in labor contracts? Was it by knowing just

In this text of an address before the annual convention of the Tennessee Automotive Association last month, this veteran dealer called on his well-known dry sense of humor to offer two "solutions" to dealers' problems. He is president of Lander Motors, Inc., Atlanta, whose annual sales and service volume has been ranging above \$10,000,000.

when to threaten a strike at Ford and General Motors while they were locked in a life-and-death-like production race? Or was it because these two giants feared that if they went out of production, the path would be made smoother for Chrysler in its sensational come-back? I can't answer, 'cause all I know is what I see in the papers, and they just don't let that kind of background stuff get out in print! All I know is that labor won its battle, and now they don't have to worry about their future pay anymore. It's guaranteed!

Just wonderful, ain't it?

But now I'm in a dilemma! I'm confused, and I'm worrying about whether I've been reading the right kind of publications, because, search as I may, on the front pages, in the buried inside pages, on the back or anywhere can I find anything, in spite of all the glowing records being set in automotive sales, about sensational dealer profits—or even decent dealer profits.

So, I want to ask you Tennessee brother dealers, if you've read anything lately about good dealer profits, in any publication or paper, from any part of this country, even if it's only one inch in length, please send it to me, so I can renew my faith in the profit possibilities of the automobile retailing business as it now exists. Just one teeny-weeny inch article will do it!

Silly, ain't it?

Sure it's silly—and sad, too, but unfortunately true, because nowhere can you read of any substantial or even satisfactory dealer profits in the automobile business today! Truly a sad picture for us, the automobile dealers of America. And I've read somewhere that the 40,000 automobile dealers of America do

(Continued on page 86)

# Mercury Offers Three Engines

**T**HREE V-8 engines, each with displacement of 312 cubic inches and each teamed with a specific transmission, are offered with the 1956 Mercury.

The Safety-Surge powerplants are available in three compression ratios, 9 to 1, 8.4 to 1 and 8 to 1.

The 9 to 1 engine develops 225 horsepower at 4,600 rpm and 324 foot-pounds of torque at 2,600 rpm. Premium fuel is recommended.

The 8 to 1 engine develops 210 horsepower at 4,600 rpm and 312 foot-pounds of torque at 2,600 rpm. The 8.4 to 1 engine develops 215 horsepower at 4,600 rpm and 317 foot-pounds of torque at 2,600 rpm.

Bore of 3.80 and stroke of 3.44 are the same on all three engines.

A 12-volt electrical system increases the speed and power of the starter 50%.

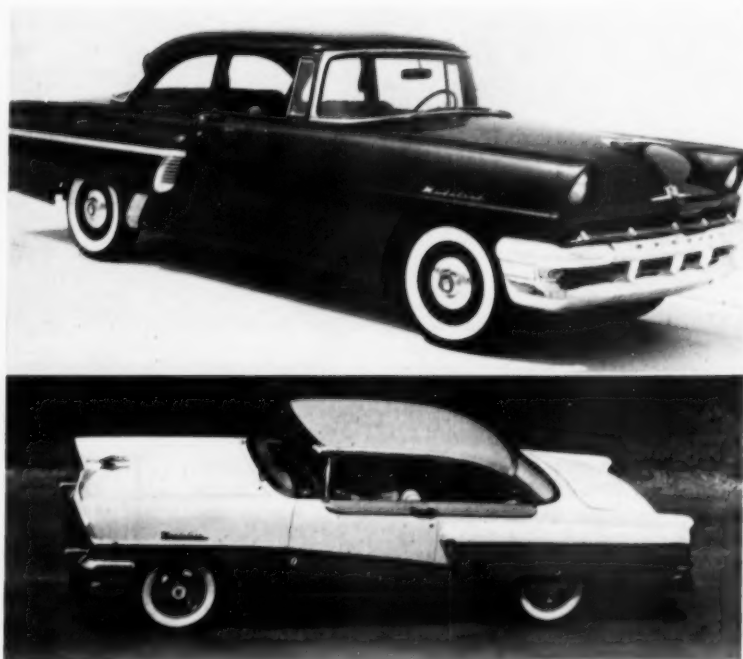
In these improved engines a new electrode material in the 18 mm. conical seat spark plugs offers higher resistance to erosion, thus increasing the life of the plug and reportedly yielding three times longer service between cleaning.

Mercury's new four-barrel carburetor features a new integral automatic choke which utilizes filtered, exhaust-heated air. The thermostatic choke control is mounted directly on the carburetor body. Specific fuel economy is improved by a new metering system allowing finer calibration.

Since higher compression ratios and increased performance demand instantaneous and precise spark timing control, a new distributor spark control system is designed to prevent spark detonation during acceleration from part-throttle to full-throttle. This secondary vacuum spark control diaphragm permits instant adjustment to rapid acceleration and eliminates lag.

Better breathing is obtained by increasing the rocker arm ratio to 1.54 to 1, thus increasing the effective valve lift on both intake and exhaust and resulting in more fuel-air mixture being packed into the combustion chamber. Enlarging the passages and ports in the cylinder heads results in a smoother, unrestricted flow of intake and exhaust gases.

A new high-lift camshaft has



Top: A newcomer is this Custom "Medalist" two-door sedan. It is the lowest priced of the 13 models. Above: This is the Montclair coupe.

been designed with a reduced shaft diameter to attain smoother idling, high torque at normal speed and top performance at higher speeds. Because of this new camshaft and other improvements the new engines are quieter.

Brake adjustment has been reduced to one point on each drum by adopting a fixed anchor feature to replace the adjustable anchor pin, reducing the possibility of poorly adjusted brakes.

A double screen saran plastic filter in the fuel tank filters the gas before it enters the fuel line, keeping out impurities and even filtering out water caused by condensation.

A poppet valve in the power brake unit permits the brakes to retain their vacuum reserve much longer when the engine is off for long periods, such as for overnight parking.

Dual exhausts, for better economy, faster acceleration and higher top speed, are standard on Montclair and Montereys and on the Custom station wagons. They are available at extra cost on other Custom models.

Another exclusive in its field is Mercury's power lubrication system. Optional equipment on all models, the Multi-Luber lubricates chassis bearings automatically by pressing a button on the panel.

Developed as a result of extensive crash safety research by Ford Motor Co., new safety features include three-dimensional, impact-absorbing steering wheel; double-grip rotor-type safety door locks; vinyl-backed rear view mirror to help prevent shattering, and strengthened seat track.

Safety seat belts are available as optional equipment for up to six passengers, including the driver.

The impact-absorbing steering wheel, with the hub or steering column recessed six inches, is designed to cushion the force of an impact as the three spokes bend without breaking.

A padded instrument panel cover is available on all models both as a factory-installed or dealer-installed extra-cost option. It provides greater head protection in case of accident.

The shatter-resistant rear view mirror is standard equipment.



# Lifts Lift Up Profits

By Ruel McDaniel

**A**NYTHING that the service department can add that will save time for the mechanic and make his work a little easier is a profitable investment for the small-town dealer as well as the operator of the big streamlined metropolitan service department.

About a year before Marshall Chevrolet Co., Port Lavaca, Texas, expanded and remodelled its service department in March, 1954, W. C. Marshall, manager, installed two lifts mainly to test their efficiency and determine from the experience with these "pilot" units whether or not to install additional units in the enlarged department.

Results were so satisfactory that the new department now has a lift for each mechanic, six in all.

"Since our service charges are based on manufacturer's recommendations, and we operate on a flat-rate basis, we get as much for a specific job done in one hour as if it required us five hours to do it," explains Marshall.

"Accordingly, the faster we can turn out a job, the more service we can handle, the more money the mechanic makes and the more profit the company realizes."

He estimates that the department reduces time required to perform flat-rate jobs by at least 30% by utilizing the lifts.

Dick Sturm, service manager, is less modest in his estimate of the time saved.

"On some jobs, we probably don't cut more than 10% off the time formerly required. On the other hand, we cut the time in half on several other jobs. I believe the time saved is nearer 40%."

He says a typical operation in which the mechanic saves a great deal of time is replacing a rear

axle, or any job in which the rear end must be removed.

"Formerly it took us longer to jack up the rear end and block it so that a mechanic could get to the job than it takes now to lift the car and take the rear end loose," Sturm says.

"We cut the time required for adjusting brakes by at least half by use of the lifts, and we do a better job."

Aiming to reduce time still further, the company bought a power impact wrench for each mechanic, which works right along with the use of the lifts in speeding up operations.

Mechanics work on a 50-50 split of the labor, with nothing for parts utilized.

The service department has increased volume by at least 25% since its expansion and installation of individual twin-post lifts for each mechanic, Marshall says. He credits the lifts with most of that increase. They enable the men to turn out work faster and thereby make room for additional business, which could not be handled promptly before.

Obviously this increase is reflected in an increase in parts sales, since more labor means utilization of more parts.

"Just as important as saving time and money for us," Marshall points out, "is the faster service we can render our customers. There are many operations which formerly

required the car in the department two days which now can be done in one. Thus we keep the customer's car out of his hands only one day. That's important to a lot of one-car customers."

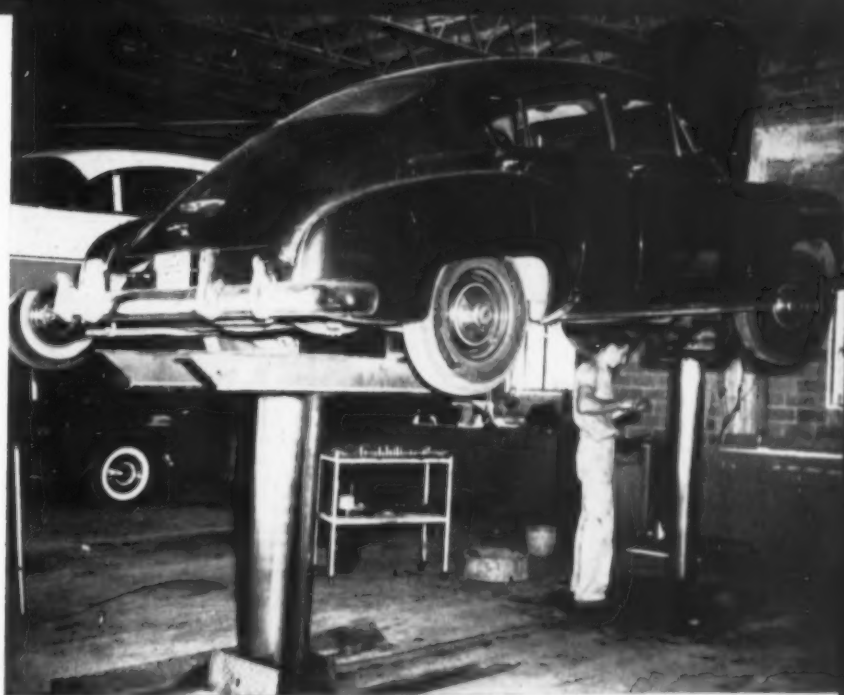
Sturm says with a grin that he has found only one minor adverse feature about the lifts. Some jobs they turn out so quickly that the customer grumbles good-naturedly about the cost of the job in relation to the time required to do it.

"We meet that objection easily, however," he says, "by explaining that we simply are equipped to turn out the job quicker and better than before and that he was charged no more for the job than we charged him formerly when it took the mechanic much longer."

These lifts have a further advantage which, while it is obvious to any shop operator, might be mentioned. That is shop space — something which is at a premium in almost any shop you can think of in the entire country.

When these lifts are not needed, they can be left in their floor recess, making the space available for other purposes, including car storage at nights or at any other time when inside storage might be desired.

Owners of overly-crowded shops may consider this fact, appraising it against what costs would be involved in expanding the shop or moving to a new location.



Yes, lifts cost more than chicken feed. That's why this dealership would invest in only two at first. Then the figures came in showing how time was saved on jobs. Today there is a lift for each of the six mechanics.



**A Finance Executive  
Warns Dealers:**

# The Effects of Crazy Car Selling

**By E. P. LATIMER**

President, American Discount Co. of Georgia  
Charlotte, N. C.

**S**ELLING terms rather than merchandise has never proved to be a sound business. Overselling of cars on so-called "crazy" installment terms can lead to dissipation of future automobile markets.

You are well aware that offers of extremely low down payments and extended terms have put customers in new cars when they should have been sold late-model used cars. Such a procedure brings on the real danger of the oversupply of used cars with the attendant harmful effect on new cars.

All of us know that customer equity has always been the *safety factor* in automobile financing. Down payments must offset depreciation and installments must be large enough to maintain the customer's balance well under the car's current value.

Let's explore the results of departure from sound merchandising methods. Let's see how low down payments and unreasonably long terms can affect finance companies, dealers and the public.

1.—Effect on finance companies:

Unreasonably long terms and insufficient equity requirements create for the finance company accepting such paper:

(a) A high frequency of repossessions.

(b) Heavy handling costs.

(c) Abnormally high losses.

2.—Effect on dealers:

The same situation creates for the dealer:

(a) Slower future market. The lengthening of terms defers by

Excerpts from an address before the annual convention of the Georgia Automobile Dealers Association at Augusta this month. The speaker is a past president of the American Finance Conference and is well known over the Southeast.

many months the opportunity to sell the same customer a new car.

(b) Loss of good-will. Your customers whose cars are repossessed don't come back to you, you know that. You know they go elsewhere for their next car when their situation has improved to that point.

3.—Effect on the public:

(a) Public relations: A man who has been paying regularly and promptly on an automobile contract is likely to feel that he has been wronged in some way if he suddenly discovers that, with all of the money he has put into it, his car is worth less than the amount he still owes on it. This loss of good-will reflects upon both dealer and finance company.

(b) Moral effect: In the case of a general business recession, it is probable that many persons would be caught with balances much higher than value and the long-range effect might be to lessen their feeling of responsibility to pay their legally incurred obligations.

Finance companies must necessarily maintain firm collection policies. Lax credit standards and

requirements develop a sense of irresponsibility on the part of the customer toward prompt and satisfactory discharge of his legal and moral credit responsibilities.

Now, let's all face the real weakness. It is quite apparent that liberal terms, short down payments and promiscuous balloon financing are being offered as substitutes for salesmanship, not as tools of the salesman.

Let's also be realistic about our finance company connections. Don't expect the finance company that has an abnormally high number of repossessions, losses and heavy expenses resulting from lack of equity and long terms to sit idly by and continue to buy paper on the same basis from the dealer that generated these conditions. Your "partner" in this business has to be considered as a *long-term* partner and one who will be with you in worse times than we are experiencing today.

Many finance companies today are obscuring weak credit practices with glowing reports of current volume, liquidating experience and profits as compared with their corresponding statistics of a year ago. It must be remembered that last year was one of adjustment in this industry and does not necessarily represent a good basis for comparison. Also, paper generally has not been purchased with the current degree of liberality long enough to estimate accurately its liquidating quality.

Basically sound consumer credit  
(Continued on page 128)



Lower roof line, restyled grille and parking lamps and new design of body side moldings are among the appearance changes. This is the Customline four-door, shown in one of the 21 two-tone combinations.

## 1956 Fords Step Up to Thunderbird Power

**S**AFETY features offered for the first time by any automobile company, power equal to the Thunderbird and lower body silhouettes are available in 1956 Ford cars.

A "Thunderbird Y-8" engine leads the power selections available for 1956. It is installed on Fairlane and station wagon models, and develops 202 horsepower for Fordomatic, or 200hp for overdrive or standard transmission. Customline and Mainline Fords offer a Y-8 engine developing 176hp for Fordomatic, or 173hp for overdrive or conventional drive. Also, the Ford six, increased to 137hp, is available on all models with all transmission types.

Ford safety research, coupled with studies of medical groups, led to development of a "lifeguard design."

New door latches give added protection against the chance that doors may open under impact. They have been proved in full-scale crash tests at Dearborn.

To keep the driver's chest from hitting the steering column in a crash, the new three-spoke Ford steering wheel has its center hub recessed 3 $\frac{1}{8}$ " below the wheel rim.

Rear view mirrors have a special

backing designed to prevent shattering.

Front and rear seat mountings have been strengthened so they will resist greater impact.

In addition, Ford offers two optional safety devices. Seat belts, designed to withstand pull up to 4,000 pounds, will help to hold occupants inside cars, and to prevent forward motion. Foam plastic padding for instrument panels and sun visors will help to absorb impact if a person is accidentally thrown forward.

A 12-volt electrical system is standard on 1956 models, providing

80% faster engine cranking and more capacity to handle the increasing number of accessories being ordered on cars today. The new 30-ampere generator has 61% greater power output than last year's model. Batteries have 22% more capacity.

Ford engineers have improved shock absorbers, brakes, rear axles and transmissions.

A change in valve design for both front and rear shock absorbers results in a better ride.

More strength has been designed into sedan rear axle housings by means of a spherically-shaped housing rear cover of thicker steel. An internal baffle has been designed into the housing to provide directed-flow lubrication to differential bearings.

Clutches for overdrive and conventional transmissions have been redesigned to increase torque-transmitting capacity. Conventional transmission gears are of higher strength.

On all models, Ford's brakes are designed with one-point adjustment at each wheel. Fixed brake shoe anchors were developed to permit the change.

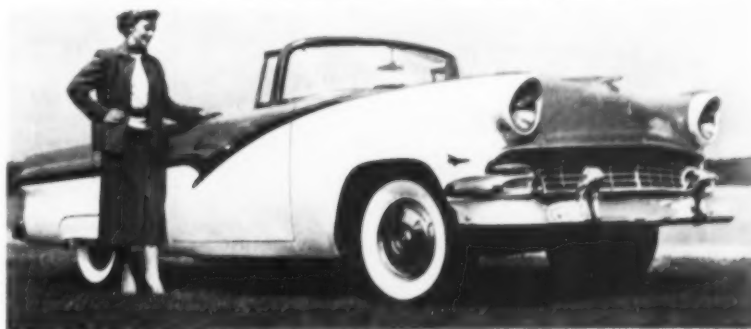
Ford engineers have improved breathing in the powerplants by means of larger passages in heads and intake manifolds which will admit more fuel-air mixture when it is needed.

Precision molding of exhaust valves permits use of an improved steel alloy. Valve stem lubrication is better, due to introduction of a deeper cupped "umbrella" which fits over the valve stems.

Cam shafts, also of a new special alloy, are smaller in diameter with higher-lift lobes than on previous models.

Engine fuel pumps have larger porous fiber filters for better fuel cleaning with less restriction of flow.

The Sunliner convertible is one of the 17 body styles for '56.





# The 1956 DeSoto

**D**ESOTO for 1956 keeps in line with the trend to higher horsepower, its Firelite engine swinging up to 255hp and its Firedome being rated at 230hp.

Both powerplants deliver more torque for improved getaway acceleration. Increased displacement, higher compression ratio (8.5 to 1), larger valves, redesigned intake and exhaust ports, new spark plugs and improved carburetors are among new features of the units.

Crankcase capacity has been reduced to four quarts, which means a saving at each oil change for the owner.

A new braking system, known as "center plane," gives 25% more braking surface, with 25% less pedal effort and a lower wear rate which DeSoto engineers said should give up to 20,000 more miles of lining service.

Windshield wipers have been redesigned so the blades wipe around the corners of the wrap-around windshields.

"Specs" on the two engines:

**Firedome** — 90° V-8 overhead valves, bore and stroke 3.72 x 3.80, displacement 330.4 cu. in., brake horsepower 230 at 4,400 rpm, torque 305 ft. lbs. at 2,800 rpm.

**Firelite** — 90° V-8 overhead valves, bore and stroke 3.72 x 3.80, displacement 330.4 cu. in., brake horsepower 255 at 4,400 rpm, torque 350 ft. lbs. at 3,200 rpm.

Engineering features of the engines:

Cast iron cylinder block, three mounting points, hemispherical combustion chamber, laterally-inclined valves with Amola steel springs, cast iron cylinder heads, aluminum alloy pistons with steel belt for thermal control, modified slipper-type design with elliptical turned skirt, tin-plated finish, three iron piston rings, high manganese steel piston pins, high manganese forging steel connecting rods with babbit on steel precision bearings, drop-forged steel crankshaft shot-peened for added strength with dynamic torsional vibration damper, silicon-chromium steel valves.

The electrical system includes a 30-amp generator, 17-plate, 12-volt battery of 60 amp. hr. capacity. Spark plugs are 14mm. extended — reach electrodes.

All body styles have a wheelbase of 126".

New accessories to be offered include a car heater which delivers hot air within five seconds after it is turned on. A high-fidelity record player which plays through the radio is available. The 16 2/3-rpm records play a minimum of 45 minutes per side. With six records stowed in the unit, nine hours of commercial-free entertainment is provided.

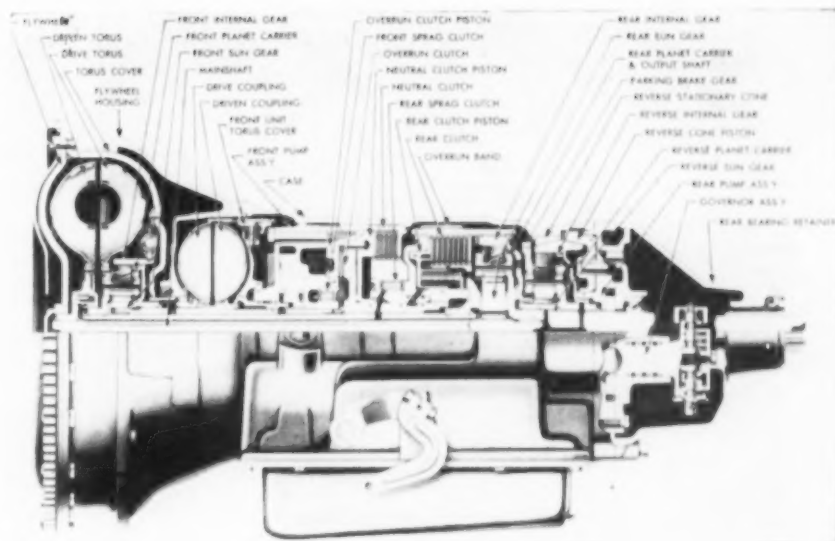
Other accessories include a hand-brake warning light, a 15-jewel precision steering-wheel watch, dual rear radio antennae and a third horn.

The new Chrysler Corp. push-button system for the automatic transmission is, of course, on the units. They are illuminated for night driving. Incorrect selection of reverse is automatically blocked out at speeds above 10mph.





This cutaway shows the Strato-Flight Hydra-Matic. It is a new, controlled fluid coupling Hydra-Matic transmission, labeled by Pontiac as "the most important improvement since Hydra-Matics were introduced." The fluid coupling adds smoothness in shifting of gear ratios. Sprag clutches, which apply and release without grabbing, add further to the smooth action of the Strato-Flight. A circulating cooler for the transmission fluid holds temperatures constant. The unusual quietness was reported to be accomplished by submerging gear units in noise-dampening oil and using larger, quieter oil pumps. The increased oil output also eliminates the possibility of rough shifts due to oil starvation.



## '56 Pontiac Bows

**T**HE Strato-Flight Hydra-Matic transmission, designed for smoother and quieter shifting of gear ratios, is a feature of the 1956 Pontiacs.

Fundamentally, it consists of a fluid coupling with three planetary gear sets, providing four forward speeds and a reverse. Shifts occur automatically, varying with car speed and acceleration.

Included in the design of the transmission is a new "P" or parking position on the control indicator for the selector lever. The engine can be started in either park or neutral position. As an additional safety factor, when the selector lever is in "P" position the transmission is locked and acts as a positive brake when the car is parked.

Great strides were made in simplifying maintenance requirements on the new Strato-Flight. Periodic band adjustments are eliminated through the use of sprag clutches. The transmission control valve and other parts are quickly accessible by removing the bottom pan of the transmission case. A new method of attaching the transmission to the engine makes the unit easily removed and installed.

In first speed the transmission ratio is 3.966:1; in second speed, 2.553:1; in third 1.553:1; in fourth, 1.000:1 and in reverse, 4.306:1.

"We are proud to be the first to bring this important new controlled fluid coupling Hydra-Matic transmission to the buying public," R. M. Critchfield, Pontiac gen-

eral manager, said. "It is smoother, quieter, cooler running and more efficient than any transmission ever offered. A new concept in automatic transmissions, it represents the most important improvement since Hydra-Matics were introduced. Coupled with our 227-horsepower 1956 Strato-Streak V-8 engines, the revolutionary new Strato-Flight provides a new standard of driving ease and safe, instantaneous power," he asserted.

It is offered in the Star Chief series.

The 1956 Pontiacs offer larger V-8 engines with displacement increased to 316.6 cubic inches and horsepower boosted to 227 in the Star Chief series and 205 in the 870 and 860 series.

The upsurge in horsepower comes from the increased displacement, higher compression ratios up to 8.9:1 and improved carburetion.

Pontiac offers three body series in 1956. Longer by 2.4" over-all, the 15 new body styles have a longer, lower-looking silhouette. Most luxurious of the three series, the Star Chief line consists of the custom Catalina two- and four-door "hardtops," four-door sedan, and convertible, on a 124" wheelbase and the Safari Station Wagon on 122" wheelbase.

In Pontiac's middle-priced 870 series with 122" wheelbase are the Catalina two- and four-door "hardtops," a four-door sedan, a two-door two-seat station wagon and a four-door three-seat station wagon.





Left: New 12-volt electrical system, new "center plane" brakes requiring 25% less pedal effort and push-button drive are among the features of the Windsor convertible and the New Yorker (background). The Windsor has a 225hp Spitfire V-8 engine and the New Yorker is powered by a 280hp FirePower V-8 engine. Both cars feature LifeGuard door latches. Below: The Windsor Newport is five inches longer and is available in a choice of 17 colors and 135 color combinations. It has a 225hp Spitfire engine, which can be upped to 250hp with an available power package.

hardtop, six - passenger sedan, Newport hardtop, St. Regis hardtop convertible coupe and Town and Country Wagon.

Chrysler's 1956 hardtop and convertible models are five inches longer than last year.

Taking advantage of today's higher-quality gasolines, Chrysler has increased the compression ratio of its Spitfire engine from 8.0 to 8.5 to one, increased its bore diameter to 3.81" and increased its displacement to 331 cubic inches for 225hp at 4,400 rpm. With the power modification offered as optional equipment, the Spitfire delivers 250hp at 4,600 rpm.

The FirePower engine has a compression ratio of 9.0 to one, a bore diameter of 3.94", and an increased displacement of 354 cubic inches for a 280hp at 4,600 rpm. The stroke of both these engines is 3.63".

With the push-button system, a hydraulic inter-lock will not let the driver inadvertently select "reverse" when the car is moving forward above 10mph. A small spring-loaded valve is placed in the governor line so that pressures generated by speed above 10mph cause this valve to block the manual valve from the reverse position.

# The 1956 Chrysler

**T**HE 1956 Chrysler features such innovations as push-button shifting, high-fidelity record player, LifeGuard door latches and instant-heat aircraft-type heater.

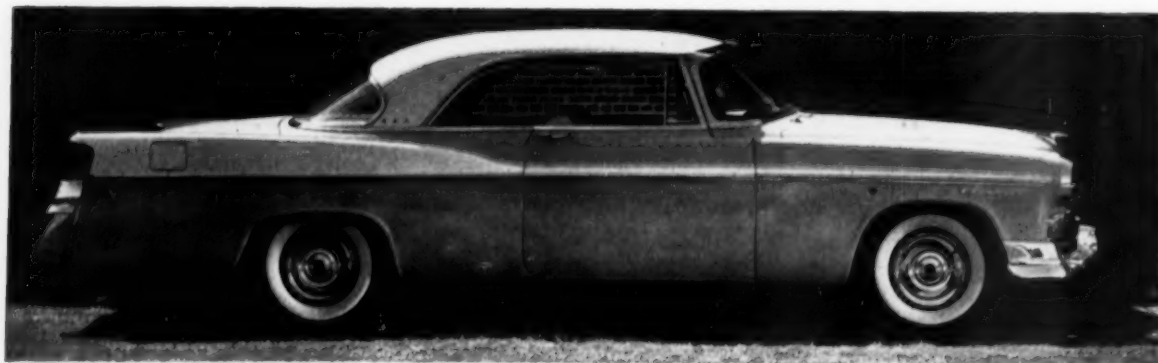
The "PowerStyle" Chrysler Windsor and "PowerStyle" Chrysler New Yorker models include a 12-volt electrical system and "center plane" brakes of improved efficiency and longer wear.

The V-8 engines are a more powerful 280hp FirePower V-8 in the New Yorker and a 225hp Spitfire V-8 in the Windsor line. A new high-efficiency power modification available on Windsors boosts Spitfire engines to 250hp.

Chrysler also offers new flight-swept rear fenders, new high-efficiency vacuum PowerSmooth brakes, new pull-type door handles, improved safety beam headlights and a new rotary-type decklid latch.

Wheelbase measurement of all cars is 126". They are available in a choice of 17 solid colors and 135 color combinations.

The Windsor is available in a new four-door hardtop, six-passenger sedan, Nassau hardtop, Newport hardtop, convertible coupe and the Town and Country Wagon. The Chrysler New Yorker line includes a new four-door



# Dodge Goes to 230 hp

**P**OWER in the 1956 Dodge is led by the completely new Super-Powered Super Red Ram V-8. Developing 230hp, this optionally-installed powerhouse is especially equipped with a 4-barrel carburetor, dual exhaust system, special manifold, distributor with special spark-advance curve and a vibration dampener.

It is available in all Dodge V-8 model series.

The completely new Super Red Ram V-8 in the Royal and Custom Royal lines has horsepower upped to 218, and torque markedly increased. The quietness and durability of the new Super Red Ram V-8 engine have been maintained, even though power and torque are greater.

In all of the 1956 Dodge engines superior ignition and starting performance are obtained through the new 12-volt electrical system.

An improved and more powerful version of the Red Ram V-8 engine is offered for the Coronet line.

A "Get-Away Six" in-line type engine is available in certain models of both the Coronet and Suburban lines. It has achieved higher power and torque through a cylinder-head revision which raises the compression ratio to 7.6 to 1.

Details of the new Super Red Ram V-8 engine design:

Outstanding is a unique single-rocker valve train and a newly-designed polyspheric combustion chamber, with such other improvements as higher combustion efficiency, greater fuel economy and longer engine life.

Displacement has been increased to 315 cubic inches by lengthening the stroke to 3.80", while thermal efficiency has been improved by increasing the compression ratio to 8 to 1. Higher power is thus obtained from each charge and a leaner mixture of gasoline can be used under cruise conditions, affording a substantial improvement in fuel economy. Increased thermal and volumetric efficiencies at lower speeds also make available more torque for improved performance in the speed ranges most often encountered in everyday driving.

Other engineering improvements

include designs insuring longer valve, piston ring and pin life; smoother engine operation through newly-designed cushioned-cradle front engine mountings; better fuel economy, less fouling and wider heat range from new spark plugs.

A power brake system is available in all cars equipped with the PowerFlite transmission.

Vacuum operated, with built-in instantaneous power response, the new unit offers faster braking in any situation — a decided safety advantage giving much greater car maneuverability. The 10"-wide brake pedal permits the additional safety and quicker response of left- or right-foot braking.

Supplying a power assist to the brake pedal linkage in the ratio of 2.5 times the pedal mechanical advantage, the easier action reduces driver fatigue. It also lowers the pedal pressure required for stopping without power assistance.

How these two most important advantages are achieved becomes evident in a quick study of the mechanism itself:

The power unit is a bellows in which air is maintained at atmos-

pheric pressure. As the brakes are applied, a mechanical extension of the brake pedal arm operates a valve in proportion to the pressure applied. This valve opens the interior of the bellows to the vacuum source and thereby reduces the air pressure. The bellows collapses and, since one side is fixed to the dash panel, applies a force through a lever arrangement to the push rod of the master cylinder.

A vacuum reserve is maintained in a separate tank to assure adequate power assistance at all times, and as a reserve vacuum source when the engine is stopped. In any case, only about 45% more effort is required to stop the car if the power assist suddenly fails.

Should there be a sudden loss of power assistance, requiring that the car be stopped by the mechanical linkage alone, the power unit is automatically divorced from the linkage. This means that the driver does not have to compress the spring-loaded bellows under these conditions, and his ability to stop the car without power assistance is thereby increased. For instance, where it might require a pedal force of 20 pounds to stop the car with the power brake, only about 30 pounds are needed without power assistance.

New upholstery treatments have been designed for all the interiors of the cars.

**Below: The four-door Lancer hardtop. Bottom: The custom Royal V-8 Lancer convertible. Note the full-wraparound windshield it sports.**





## SOUTHERN JOBBERS and FACTORY MEN

### They Promote Transmission Schools



Above: Typical class at work in the Westbrook Hydra-Matic school. All are independent repairmen of the area. At rear left is H. C. Westbrook and at right is the instructor, Glenn Moreton.



Left: Here is one of the classes which have graduated under the sponsorship of Cory Mountjoy, who appears in the center. Each class elected a chairman for future meetings or reunions.

By Baron Creager  
Southwestern Editor

**N**O LESS than six Texas automotive wholesalers have sponsored and, to a degree, underwritten, schools in the Hydra-Matic transmission during the recent summer.

Although expressions on purpose and results are not available from all these wholesalers, the comments of two may be representative of the ideas all had in mind in sponsoring such schools.

They are H. C. Westbrook of the Westbrook Supply of Texarkana, where his business is in Arkansas and his residence in Texas and Cory Mountjoy, The Mountjoy Co., San Antonio.

Westbrook frankly admits that he launched his school for obvious business reasons and adds:

"While we do not sell automatic

transmission parts at this time, I feel that (through this school) we have made at least a small contribution toward enabling our independent repairmen to take advantage of many service dollars on automatic transmissions that they have had to pass up in the years gone by.

"It is our intention to sponsor like schools as time goes on. I am thoroughly convinced that if the automotive jobbers do not take an active part in making technical information available to the independent repairman, before too many years they will not have any independent repair shops to call on."

Westbrook eventually expects to stock parts and, at the time of his school, displayed as available, the

tools necessary for this transmission work.

Delving further into his intents and purposes, Westbrook pointed out that the average independent repairman throws up his hands in despair when confronted with an automatic transmission job — and sends the customer to the dealer.

Then this Texarkana wholesaler tolled off on his fingers the markets he considers practically lost to his institution — the new-car dealer, the service station and the fleet.

"Leaving," he added, "the independent garageman. For at least a score of years, 15 anyhow, we've been in business, we wholesalers, selling to the independent garageman and doing nothing to help him get ahead in his business. At least





This is another Mountjoy graduation class. In all the schools the men were observed to study earnestly.

that's my case history.

"Maybe we are 15 or 20 years late getting started, but it may not be too late now. For my part, I am going to do what I can for the independents in my territory."

Mountjoy, who conducted two schools in his shop last April with classes for 14 and 13 for a total of 27, said students were all high-class men associated with the independent repair trade or with important fleets of the territory.

"Early this year I learned these schools were being conducted with great success in other parts of the country," he continued.

"I recognized the importance of education or training on automatic transmissions in the independent and fleet field. I also recognized this type of training for this category of mechanics as something that had been neglected in the past, something we wholesalers have all backed away from or have been reluctant to dig into. So I got in touch with the Auto Mechanics Institute and two highly successful classes resulted.

"These intelligent, high-type men from the repair trade were very attentive throughout, as they were seeking knowledge, and certainly absorbed it. My experience with these men emphasizes the crying need for training and education of such groups in later innovations in the modern automobiles.

"As a result of our schools we have nearly 30 graduate automatic transmission mechanics, with others interested in related lines, so we have stocked Hydra-Matic tools and parts, thus opening a new field in automotive wholesaling."

Others who were invited to report on schools conducted previous to the one in Texarkana are Cross-Allen Co., of Austin and Car Parts Depot in El Paso. Schools scheduled to follow the one in Texarkana were at White Auto Supply, Henderson, and Reliable Motor Supply, Longview. All these were conducted by Glenn Moreton, rep-

resenting the Auto Mechanics Institute.

Westbrook got his school started by personally making the rounds of independent garages and soliciting registrations. He got 24 registrations, enough for two classes of 12 each. Each class had night sessions three times a week one week — Monday, Wednesday and Friday — two nights the next week — Tuesday and Thursday. While this school was not restricted to independent repairmen, all students were in that category. Each student received a total of 27 hours of instruction between June 6 and June 29 and the conclusion was a written examination.

Illustrative of the type of personnel involved and the solemn interest and application of all is the fact that the average examination grade of one class was 89.4 and, of the other, 94.6. Westbrook commented:

"I have been instrumental in conducting a number of schools in the past, but I don't believe we have ever conducted a school in which the students demonstrated so much serious interest as in this one."

Automatic transmissions was the exclusive subject and the first three nights of instruction amounted to a chart study of circuits. Thereafter students progressed to tear-down, checking and rebuilding.

Each class was divided into groups of three, each group having a transmission to work on. Five different types of automatic transmissions were used, thus giving students knowledge of all such transmissions on the market. Each student in turn explained various steps of instruction to the entire class and there were various other devices for checking individual knowledge.

How much did it cost?

As for students, registration fee was \$60 each. Westbrook may not yet know the exact cost to him. If a good, prospective student was

temporarily embarrassed, Westbrook underwrote that student.

There was a disarray on his display floor, where classes met, for duration of the school. Tables and chairs used by students at night were stacked to one side during the day and no attempt was made to maintain an orderly display of merchandise.

Then there were soft drinks around every night. Following written examinations, Westbrook presented each student with an approved manual on the automatic transmission. Finally, there was a graduation banquet, at Westbrook's expense, with a Texarkana minister as toastmaster. And the identification of the toastmaster indicates the high plane of character on which the entire course was conducted.

"Not so much as one whiff of anything stronger than soft drink during the whole course," Westbrook commented.

"It was all very gratifying. Those men meant business. As if that isn't evident by the grades they made on examination."

## National Carbon Chooses Watts to Manage East

NATIONAL Carbon Co., a division of Union Carbide and Carbon Corp., has picked R. L. Watts as Eastern zone manager of direct account sales of automotive products with headquarters in New York, N. Y.

Watts was formerly district representative in Georgia, Tennessee and Virginia.

## Wagner Appoints Fulghum

Wagner Electric Corp. has named Roland A. Fulghum, at one time a salesman at its Atlanta, Ga., branch, as manager of its San Francisco, Calif., automotive branch office. Fulghum has been manager at Omaha, Neb., since August of last year.



Top: The newly-completed home of Teche Automotive Supply Co., St. Martinville, La., is a block long and has 25,000 square feet of space. Display and offices take up 4,400, 9,000 is devoted to parts bins, receiving and shipping departments and the remainder is given over to the warehouse (above). The company is warehouse distributor within a 125-mile radius for many firms.



Top: Hostesses, who are wearing Acadian costumes, are (l. to r.): Hattie Maraist, last year's "sugar queen" entry for St. Martin parish; Grita Jean Poteet, this year's "sugar queen" entry; Mary Ann Stockstill and Joyce Stockstill. Above: Partners Wesley C. Bienvenu, Jr. (l.) and D. L. Bernard as they greet visitors. They received over 100 congratulatory floral arrangements.

Lovely-to-look-at ladies, Mrs. D. L. Bernard and Mrs. W. C. Bienvenu, Jr., greet Mr. and Mrs. George L. Roland, guests from Roland Auto Supply, Inc., Alexandria, La. More than 2,000 customers and factory representatives called between two and eight p. m. on Sunday, Sept. 11.



## Teche Dedicates Plant in Evangeline Country

**T**ECHE Automotive Supply Co., St. Martinville, La., celebrated its new building with an open house Sept. 11.

More than 2,000 visitors flocked in from such places as Crowley, New Iberia, Lafayette, Jeanerette, Ville Platte, Jennings, Alexandria, Baton Rouge, Houma, Welsh, Breaux Bridge and Abbeville as well as St. Martinville and other area towns. The company covers a 125-mile radius in Southern and Southwestern Louisiana.

Young girls dressed in Acadian

costumes representing Evangeline served hors d'oeuvres, champagne, punch and beer. Refreshment tables and booths were also set up on the grounds.

The new location was once the site of the old pecan shelling industry. Bernard built the new structure around the framework of the old shelling unit.

Many representatives of factories were on hand for the occasion, including some topflight sales executives of these various concerns.

## 90% Report Sales Ahead of 1954; One Offers Counter-Sale Discount

WHILE continuing to be plagued with low net profits, sales volume for wholesalers over the South and Southwest continued running this year above the same eight months of last year.

Ninety per cent of the reports from questionnaires mailed 350 jobbers listed gains. Seven per cent reported the same volume as for last year and three per cent said their volume was down.

There were continuing reports of shifts from low-profit items to ones providing a better margin.

Seeking to raise his net one long-time wholesaler has resorted to a flat 5% discount for over-the-counter sales, thereby diminishing

by jobbers' helping to put themselves out of business!"

G. K. Linkous, owner, Link's, reported higher sales and commented: "Business is mighty fine in the Danville, Va., area and we look for four more big months as we have a good tobacco crop."

An Alabamian whose sales were up nearly 20% said: "We are hoping to have a very good fall-winter season providing we have cold weather. If so, we will end up with a very fine year!"

A small Georgia firm listed sales \$5,500 above the same eight months of last year, representing a climb of 4.2%.

### Virginian Squawks About Pricing

HERE'S what W. M. "Bill" Goodsell, sales manager of Simmons Parts Co., Inc., Staunton, Va., told one well-known manufacturer in a letter recently:

"A guesstimate would be that you have 10,000 jobber salesmen selling —"

"Recently you sent a sheet advising that the price of each linkage should be increased in the price list by \$.50.

"We found that it took one man one and a half hours to make all these changes. That means for a total of 10,000 salesmen, 15,000 hours were used. Going a step further, this is 1,750 eight-hour working days, and it would take one man five years to change all of these price lists.

"What I am really getting at, it seems to me that you could easily print new price sheets for that section of the price list in which linkages occur and postpone your price increase until such time as these new price sheets are in the jobbers' hands."

### Allison of Winston-Salem Dies

John F. Allison, 47, vice-president and general manager of United Automotive Service, Winston-Salem, N. C., died suddenly Sept. 10. He was born in Statesville, N. C., later moved to Greensboro and went to Winston-Salem in 1934 as manager of United Automotive Service after traveling for the company several years.



"Hope you can pull the rabbit out of the hat to make your sales quota," wired Marshall L. Yantis, president, The Automotive, Inc., Fort Smith, Ark., to Bill Carmichael, manager of the Fayetteville, Ark., branch. Carmichael went a step further than pulling a hare from his ten gallon—he boxed up the bunny and shipped it to Yantis, who looks as if he might be anticipating some tasty rabbit stew.

### Louisianans Will Offer Wage and Hour Info

WILLIAM J. Rogers, Dallas, Texas, regional director of the Wage and Hour Division, will be a principal speaker at the Automotive Wholesalers' Association of Louisiana convention at the St. Charles Hotel, New Orleans, Oct. 24.

Rogers, who has jurisdiction over Louisiana, Texas and several other states, will answer questions as well as speak.

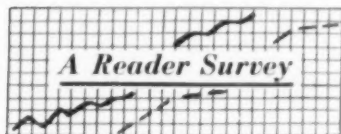
The Sunday night preceding the meeting will feature a cocktail party, dinner, floor show and dancing. A luncheon will be held Monday.

### "Jack" Ramsey, Pioneer In Piston Rings, Dies

J. A. "JACK" Ramsey, 66, St. Louis, Mo., founder and former president of Ramsey Corp. and a pioneer in the development of piston rings for cars, died Sept. 5 in Los Angeles, Calif.

In 1917 Ramsey developed the idea of a spring-type piston ring to cushion the piston, compensate for wear and stop excessive oil consumption. Ridiculed at first, his ideas eventually gained industry-wide adoption.

(More Jobber News on page 132)



his deliveries. This brought squawks from some fellow jobbers handling some of the same well-known brands for which he is a sub-jobber. They argued to editorial staff representatives that this was unfair price-cutting, while the wholesaler himself replied that he had a right to reduce his delivery costs and anticipated an over-all profit gain therefrom.

Texas, where in recent years the dry weather has crimped business, had some spots reporting substantial gains this year. One firm in a small town listed a rise of 31%.

Generally, however, the gains were 15% or less. This was true in reports scattered throughout the territory.

As a reflection of the relation of rain to sales, a Memphis house reported a gain of 5.5% for the year, with a 13% rise in August over the August of last year because of "crops being better due to rain this year and practically none last year."

Sales volume was up 17% for one Carolina company, due partly to a new branch opened earlier this year.

While reporting an increase of 14%, one North Carolinian assailed "cut prices and long terms



## SERVICE and MAINTENANCE

# '55 Chevrolet Head and Valve

**T**HE condition of the cylinder heads and valve mechanism, more than anything else, determines the power, performance and economy of a valve-in-head engine.

Extreme care should be exercised when conditioning the cylinder heads and valves to maintain correct valve stem to guide clearance, correctly ground valves, valve seats of correct width and correct valve adjustment.

Let's consider the '55 Chevrolet.

### Removal:

1.—Drain radiator, remove air cleaner wing nut and remove air cleaner.

2.—Disconnect throttle rod from carburetor. On Powerglide models,



By **E. M. Lowery**  
Technical Editor

*Illustrations and technical data courtesy of Chevrolet Division of General Motors Corp.*

disconnect lower transmission throttle lever rod from bellcrank mounted on coil bracket.

3.—Disconnect fuel, vacuum and

automatic choke lines from carburetor.

4.—Disconnect coil primary wires. Disconnect coil to distributor secondary wire. Remove distributor clamp and remove distributor.

5.—On overdrive-equipped models, disconnect kickdown switch wires from switch.

6.—Remove spark plug wires from spark plugs and remove plugs.

7.—Remove water outlet hose and heater hose, if so equipped, from intake manifold.

8.—Remove temperature indicator unit from intake manifold.

9.—Remove bolts attaching intake manifold to cylinder heads. Remove manifold.

10.—Remove fan belt.

11.—Remove exhaust manifold to exhaust cross-over pipe stud nuts and allow cross-over pipe to drop for clearance. Remove exhaust manifold heat control valve from right bank exhaust manifold.

12.—Disconnect generator field and armature wires from generator.

13.—Remove exhaust manifold to cylinder head bolts and remove exhaust manifolds.

14.—Remove choke heat tube and remove rocker arm covers.

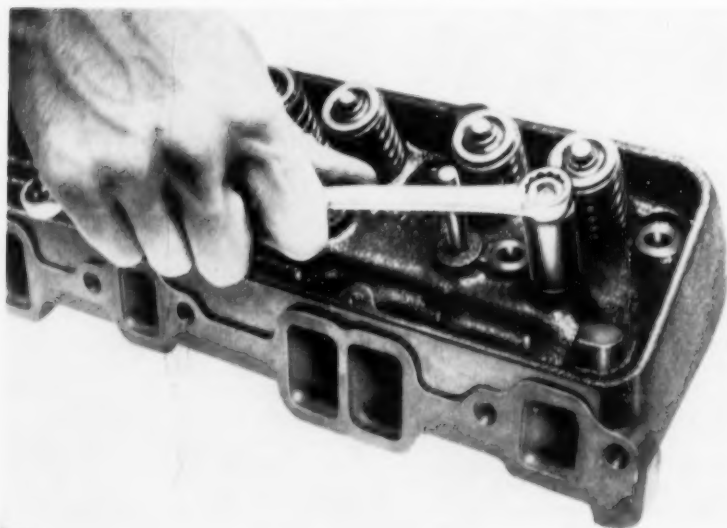
15.—Back off rocker arm nuts, pivot rocker arms to clear push rods and remove push rods. Be certain that push rod seats on solid lifters do not come out of lifters with push rods. Snap push rod lower end to one side before lifting, to break the push rod loose from the seat.

16.—Remove cylinder head bolts, cylinder heads and gaskets.

### Disassembly:

1.—Place cylinder head assembly on its side on a bench and, using valve spring compressor tool KMO-642, compress valve spring and remove valve locks. Release

Fig. 1—Removing valve rocker arm stud.





tool and remove spring retainer, valve baffle, and seal from stem. Repeat this operation on each valve.

2.—Remove valves from bottom of cylinder head and keep them in their proper sequence for inspection and assembly.

3.—Remove rocker arm nuts, lift rocker arms off studs and remove pivots from rocker arms.

#### Cleaning:

1.—Clean all carbon from combustion chambers and valve ports, using carbon removing brush KMO-7004.

2.—Thoroughly clean the valve bores, using valve bore cleaner KMO-122.

3.—Clean all deposits from hollow push rods, inside and outside; disassemble, clean and reassemble all valve lifters.

4.—Clean valve stems and heads on a buffing wheel.

5.—Clean carbon deposits from pistons and cylinders.

6.—Wash all parts in cleaning solvent and dry them thoroughly.

#### Inspection:

1.—Inspect the cylinder heads for cracks in the exhaust ports, combustion chambers or external cracks to the water chamber.

2.—Inspect the valves for burned heads, cracked faces or damaged stems.

3.—Check fit of valve stems in their respective bores.

**Note:** Excessive valve to bore clearance may cause lack of power, oil consumption, rough idling and noisy valves. Insufficient clearance will result in noisy and sticky functioning of the valve and disturb engine smoothness of operation.

Intake valve stem to bore clearance should be .001" to .003", while exhaust stem clearance should be .002" to .004". Valve stem clearance may be accurately determined by use of a dial indicator. Clamp the indicator on one of the valve rocker studs, arranging the indicator so that movement of the valve stem from side to side (crosswise to the head) will cause a direct movement of the indicator stem.

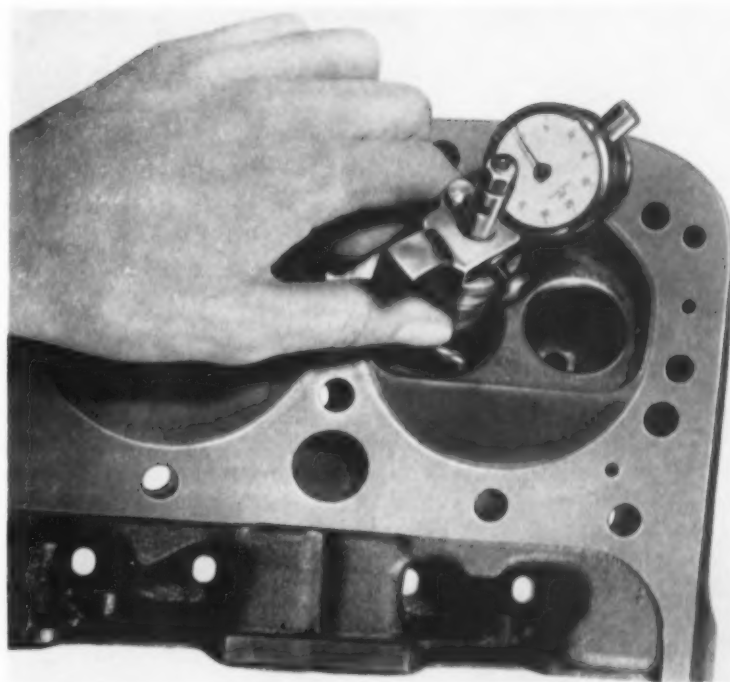


Fig. 2—Checking valve seat concentricity.

The indicator stem must contact the side of the valve stem just above the cylinder head. With the valve head dropped about 1/16" off the valve seat, move the stem of the valve from side to side with light pressure to obtain the clearance. By trying new valves in the old bores it can be determined whether the valves should be replaced or the bores reamed and oversize valves installed.

4.—Check valve spring tension with KMO-607 spring tester.

**Note:** Spring should be compressed to 1 45/64", at which height it should check from 71 to 79 pounds. Weak springs affect power and economy and should be replaced if not within the above limits.

5.—Check valve lifters for free fit in block. The end that contacts the camshaft should be smooth. If this surface is worn or rough, the lifter should be replaced.

#### Repairs:

Valve bores:

Valves with oversize stems are available in the following sizes: .003", .015" and .030". Reamer set J-5830 may be used to ream the bores for new valves.

Rocker arm studs (Fig. 1):

Rocker arm studs that have damaged threads may be replaced with standard studs. If the studs are loose in the head, oversize studs, available in .003" oversize, may be installed after reaming the holes with J-5715 reamer set.

1.—Remove old stud by placing spacer J-5802 over the stud, installing nut and flat washer and removing stud by turning nut.

2.—Ream hole for oversize stud, using reamer J-5715.

3.—Coat press-fit area of stud with hypoid axle lubricant. Install new stud, using tool J-5801 as a guide. Gauge should bottom on head.

#### Reseating valve seats:

Reconditioning the valve seats is very important, because the seating of the valves must be perfect for the engine to deliver the power and performance built into it. Another important factor is the cooling of the valve heads. Good contact between each valve and its seat in the head is imperative to insure that the heat in the valve head will be properly carried away.

Several different types of equip-

### November: Crankcase Contamination

The effect of crankcase contamination on hydraulic valve lifters will be Ed Lowery's November topic. With cold months ahead, you can expect contamination to increase.

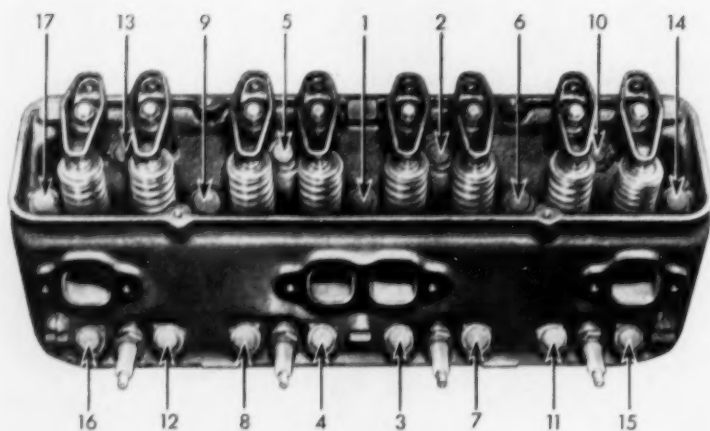


Fig. 3—Head bolt torque sequence.

ment are available for reseating valve seats; the recommendations of the manufacturer of the equipment being used should be carefully followed to attain proper results.

Regardless of the methods used for seat repair, the final seat for the valves should be  $3/64$ " to  $1/16$ " for intake seats and  $1/16$ " to  $3/32$ " for exhaust seats. The seats should be concentric within .002" indicator reading. Seats should be  $46^\circ$  (Fig. 2).

#### Refacing valves:

Valves that are pitted can be refaced to the proper angle, insuring correct relation between the head and stem on a valve refacing machine. Valve stems which show excessive wear or valves that are warped excessively should be replaced.

When a valve head which warped excessively is refaced, a knife edge will be ground on part or all of the valve head due to the amount of metal that must be removed to completely reface. Knife edges lead to premature breakage, burning and preignition due to heat localizing on this knife edge.

If the edge of the valve head is less than  $1/32$ " thick after grinding, replace the valve. All valves should be ground to  $45^\circ$ . Follow the grinding equipment manufacturers' procedures for use of the equipment.

#### Assembly:

1.—Clean valves, valve seats, valve bores and cylinder heads thoroughly.

2.—Insert the valve in the port and set the valve spring in place with close coiled end of spring against cylinder head and, on in-

take valves, install baffle in spring.

3.—Place cap in position on spring or baffle and compress the spring with compressor tool KMO-642.

4.—Install oil seal in lower groove on stem, making sure seal is flat and not twisted in groove. Install valve locks and release compressor tool, making sure locks seat properly in upper groove on stem.

5.—Assemble the remaining valves, valve springs, spring caps, baffles, oil seals and valve locks in the cylinder heads in the same manner.

6.—Check the installed height of the valve springs. Reseating valves raises the installed height of the springs and, if excessive, will have the effect of weak valve springs. Use a narrow, thin scale and measure from the spring seat in the head to the top of the valve spring. If this is found in excess of  $1\ 47/64$ ", install a valve spring seat shim, approximately  $1/16$ " thick. At no time should the spring be shimmed to give an installed height of less than  $1\ 11/16$ ".

Note: If springs are to be changed with cylinder head installed, J-5892 spring compressor may be used to compress springs for removal or installation. Compressed air or a screwdriver may be used to hold the valves in place, used through the spark plug hole.

#### Installation:

1.—Thoroughly clean out cylinder head bolt holes in the block and clean cylinder bolt threads. Then place new cylinder head gaskets in position on cylinder block. Use a good head gasket paste with these steel gaskets.

2.—Place the cylinder heads in position over the two dowel pins in the block.

3.—Oil the threads of all long cylinder head bolts. Coat threads of all short cylinder head bolts with special sealing compound such as Permatex No. 3. These bolts protrude into the water passages and require this compound to prevent rusting.

4.—Install bolts finger-tight.

5.—Tighten the cylinder head bolts a little at a time in the order shown (Fig. 3). The final tightening should be 60 to 70 ft. lbs.

6.—Install 16 valve lifters and 16 push rods in their respective bores.

7.—Insert pivots in valve rocker arms, install rocker arms over studs and install nuts.

8.—Clean gasket faces of manifolds and cylinder heads.

9.—Install intake manifold end gaskets on cylinder block. Coat ends of intake manifold side gaskets around water passages with a good gasket sealing compound and install on cylinder heads.

10.—Install intake manifold and bolts. Tighten finger-tight. Tighten bolts a little at a time. Final torque should be 25 to 35 ft. lbs.

11.—Install temperature indicator element in intake manifold.

12.—Install radiator core to intake manifold hose.

13.—Coat end of exhaust manifold gaskets around water passages and exhaust manifold bolts with a graphite-type grease. Install exhaust manifolds and bolts. Tighten to 25 to 35 ft. lbs. torque.

14.—Clean mating surfaces and install exhaust manifold heat control valve and exhaust cross-over pipe, using new gaskets and seals.

15.—Clean all spark plugs with abrasive type cleaner, inspect for damage and set gap at .035", using a round feeler gauge.

16.—Place new gaskets on plugs and install. Tighten to 20 to 25 ft. lbs.

17.—Install distributor, distributor clamp and distributor and coil wiring. Roughly set timing, by adjusting for points just breaking with engine in No. 1 firing position.

18.—Connect spark plug wires to their respective terminals and install generator field and armature wires.

19.—Connect throttle linkage and on overdrive models connect kick-down switch wiring. On Powerglide models, install lower transmission throttle control rod to

bellerank at distributor coil mounting.

20.—Connect gasoline, vacuum and automatic choke lines to carburetor.

21.—Clean and install air cleaner.

22.—Fill cooling system and check for leaks.

23.—Normalize engine and re-torque cylinder head bolts.

24.—Adjust valve clearances on all models. On solid lifter models, normalize engine and adjust valves as outlined under "valve adjustment."

25.—Check ignition timing.

Valve adjustment (Fig. 4):

Before adjusting valve stem to rocker arm clearance it is extremely important that the engine be thoroughly warmed up to normalize the expansion of all parts. This is very important because during the warm-up period, the valve clearances will change considerably. To adjust the valves during or before this warm-up period will produce clearances which will be far from correct after the engine reaches normal operating temperature. Tests have shown that valve clearances will vary as much as .005" from a cold check through the normalizing range.

Covering the radiator will not materially hasten this normalizing process because even with the water temperature quickly raised, it does not change the rate at which the oil temperature increases and becomes stabilized, or the engine parts become normalized.

The actual temperature of the oil is not as important as stabilizing the oil temperature. The expansion or contraction of the valve mechanism, cylinder head and cylinder block are relative to this oil temperature. These parts stop expanding and valve clearance changes cease to take place only after the oil temperature is stabilized.

1.—Normalize engine.

2.—Remove automatic choke heat tube and remove rocker arm covers. Keep cover screws and reinforcements together.

3.—Check torque of all manifold bolts and torque cylinder head bolts.

Note: Correct torque for cylinder head bolts is 60 to 70 ft. lbs., exhaust manifold bolts, 25 to 35 ft. lbs., and intake manifold bolts, 25 to 35 ft. lbs.

4.—Install automatic choke heat tube.

5.—Lubricate valve stems to as-



Fig. 4—Adjusting valve rocker arm clearance.

sure freedom of action.

6.—On models equipped with solid lifters adjust valve rocker arm clearance with the engine normalized and idling by turning the self-locking rocker arm stud nuts as required to obtain .008" clearance on intake valves, and .016" clearance on exhaust valves.

On models equipped with hydraulic lifters:

a. Crank engine until mark on harmonic balancer lines up with center or "O" mark on the timing tab fastened to the crankcase front end cover, with the engine in the No. 1 firing position. This may be determined by placing fingers on the No. 1 cylinder valves as the mark on the balancer comes near the "O" mark on the front end of the cover. If the valves are not moving, the engine is in the No. 1 firing position. If the valves move as the mark comes up to the timing tab, the engine is in No. 6 firing position and should be turned over one more time to reach the No. 1 position.

b. Valve adjustment is made by backing off the adjusting nut (rocker arm stud nut) until there is play in the valve push rod and then tightened to just remove all push rod to rocker arm clearance. This may be determined by rocking push rod as the nut is tightened. When rod does not readily move in relation to the rocker arm, the clearance has been eliminated.

The adjusting nut should then be tightened an additional  $\frac{3}{4}$  turn to place the hydraulic lifter plunger in the center of its travel. No further adjustment is required.

c. With the engine in the No. 1 firing position as determined above, the following valves may be adjusted:

Exhaust - 1,3,4,8.

Intake - 1,2,5,7.

d. Crank the engine one revolution until the pointer "O" mark and harmonic balancer mark are again in alignment. This is No. 6 firing position. With the engine in this position, the following valves may be adjusted:

Exhaust - 2,5,6,7.

Intake - 3,4,6,8.

7.—Remove automatic choke heat tube.

8.—Install rocker arm covers, using new gaskets, and tighten screws to 2½ ft. lbs., after determining that cover hole reinforcements are in place.

9.—Install automatic choke heat tube, start engine and check for oil leaks at rocker arm covers.

#### Mathieson Announces Plant

Olin Mathieson Chemical Corp.'s Pittsburgh, Pa., plant for anti-freeze and related products has been completed, it was announced last month. The installation includes a 68,000-square-foot concrete block factory building.



## BODY SHOP OPERATIONS

# 'Shortcuts' Don't Always Pay

By E. M. Lowery  
Technical Editor

ANY craftsman is to be commended for trying to improve on established methods for getting a job done, provided the improvement produces a job of equal quality. Such improvements are usually in the form of "shortcuts" and many times they don't pay.

There is no other place in the automotive shop where the wrong "shortcut" will prove more costly than the paint shop, because the final result is not known until the last operation is performed, and if the finish isn't satisfactory, the entire job must be done over. This is time-consuming and costly, and the job runs late.

Auto painting and/or refinishing is one of the jobs where many "shortcuts" have been employed, many resulting in inferior jobs in a shop.

There are four important factors which must be considered if a first-quality refinish job is desired. They are speed, cost, durability and appearance. These are borne out by the average motorist who brings his dented car in and wants it "yesterday." Regardless of the



Fig. 1—The first disc sanding operation removes paint and rust.

estimated cost, it is too much, but he wants it to look like new so no one can tell that it has ever been dented.

Proper preparation for the final "coat" is a must where a good refinish job is required, and the preparation must be from the ground up.

The following method has proven through experience to produce a strong, good-looking, economical repair in the minimum length of time—without running the risk of having the customer come back dissatisfied with a refinish job

which is the result of using "short-cut" methods.

First of all, it is essential that the area over and around the damage be thoroughly cleansed of all road tar, scum, oil, grease and wax. This step is sometimes overlooked or skipped for the sake of speed, but it is a costly and time-consuming omission.

The result of such neglect is that precision-made sanding discs wear out prematurely, foreign matter between the disc and the repair surface causes deep scratches in the metal, and extra time is required to sand out these scratches.

A damaged area can be cleaned simply and quickly with either a commercial cleaner or gasoline.

The first disc sanding operation (Fig. 1), for which an aluminum oxide, fiber combination, open coat disc grit 16 is recommended, will quickly remove all rust and paint from the repair area and cut

Illustrations courtesy of  
Minnesota Mining & Mfg. Co.,  
St. Paul, Minn.

### November: Convertible Top Controls

Convertibles are year-'round popular in the South. Next month Technical Editor Ed Lowery will breeze you along the road in troubleshooting a convertible's top controls.



down solder spots. This type of disc is especially designed to resist loading and will offer long life. The discs can be used either on portable or flexible shaft grinders.

After rust is removed, the contour and smoothness are restored and the metal is prepared for final surfacing with an aluminum oxide, fiber combination, closed coat disc grit 24 (Fig. 2). This type of disc will quickly cut down welds and smooth out any scratch marks and surface irregularities. Low areas revealed by this sanding operation can now be dinged out, taking care to avoid breaking or stretching the metal.

The dented area, restored to contour, is now conditioned with a grit 50A disc of the same type used in the previous operation. This operation leaves a smooth surface that requires less finishing time by hand or machine sanding and saves priming time and material (Fig. 3).

The foregoing procedure recommends the use of three discs for removing rust and loose paint, cutting down welds and solder spots and conditioning the surface for primer coats. A "shortcut" method is to try to perform all of these operations with a single disc (the practice of many body shops), which is recommended by some manufacturers.

In our own shop we have found this:

The one-disc method usually employs a grit 24 or grit 36 closed coat disc, and takes between 15 and



Fig. 2—This operation evens contours and prepares area for final dinging.

18 minutes (an average determined after performing approximately 100 comparable body repair jobs). The single disc is slow-cutting in the removal of rust and paint, and leaves deep scratches when conditioning the metal.

The three-disc method, tested in the same manner, takes approximately 11 minutes, including time to change discs. It keeps scratches to a minimum and leaves a smooth

surface that is ready for primer.

For perfect blending of the re-finished area with the original finish, the area should be feather-edged prior to priming with an aluminum oxide feathering disc, grit 80D or 100C (Figs. 4 and 5).

In preparation for painting, "shortcuts" can again be costly. Use of materials specifically designed for masking and painting save time, materials and labor costs.

The area around the repaired surface should be protected with a high-quality masking tape and masking paper.

A good masking tape will reduce masking time and eliminate costly touchup often necessary when the tape's adhesive fails and enamel or lacquer creeps under the edge of the tape. Heat, cold, dryness or moisture will not affect the adhesion of quality masking tape, nor will there be an adhesive transfer when the tape is removed.

Masking paper is resistant to enamel, lacquer and solvents and minimizes the possibility of foreign matter reaching the protected area, either by penetration or through pin holes.

Masking paper is available in several sizes—3", 6", 9", 12", 24" and 36"—so regardless of the size of the area to be masked there will be no waste. Apron taper machines are available which dispense pre-taped aprons that pro-



Fig. 3—The repair area is conditioned for priming.

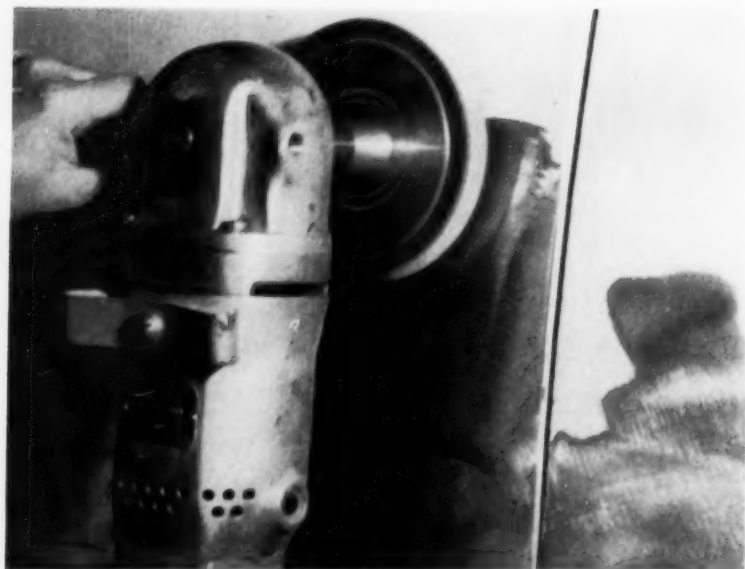


Fig. 4—Using power sander and disc to featheredge.

vide an even, wrinkle-free adhesive surface with which to apply the aprons.

The prime coat should be wet-sanded with a waterproof silicon carbide paper, using grit 320A by hand or grit 220A with an oscillating sander. Care should be taken to avoid cutting through the primer coat.

When sanding by hand, water should be used freely to give maximum cutting speed and wash away all sanding residue. "High-lights" that might be caused by excessive finger pressure can be avoided by doing the sanding with a rubber sanding block or a felt pad. Wet sanding by machine, which also requires free use of water, produces a smooth, scratch-

free finish faster than any sanding method known.

After primer sanding, a sealer coat is often applied, then enamel or lacquer is sprayed over the re-finished area. If enamel is used, this is the last step in the process except for final cleanup.

If a lacquer coat is applied, a superior finish can be obtained after it is dry by wet-sanding the newly-lacquered area very lightly by hand, with a grit 400A waterproof silicon carbide paper, to remove minor surface imperfections such as orange peel, dust nibs or light sagging.

When the hand sanding is completed, buff the newly-lacquered area with a finishing compound, using a pile-type pad and a lamb's

wool bonnet. This operation will generate the deep luster and richness of the original lacquer finish.

Whether enamel or lacquer is used, if undercoating was removed the coating should be replaced to assure a completely protected undersurface.

Then a careful cleaning of the car from bumper-to-bumper will bring out its original finish, and give the car the good-looking, overall smooth appearance the customer visualized when he brought the car in for body work.

## Champion Plug Offers Instruction Book

**T**HE first of a new series of mailings to automotive mechanics instructors in more than 700 vocational high schools in the country is being prepared by Champion Spark Plug Co.

It will be a technical bulletin prepared by the company's technical and engineering departments covering the latest aspects of ignition, timing, spark plugs as applied to modern automobile engines.

The bulletins, which are sent out periodically, supplement a basic kit composed of Champion's engineering manual, spark plug catalog, installation technique booklet which are available to schools upon request to the company at Toledo 1, Ohio.

## Chevrolets to Offer Belts for Safety

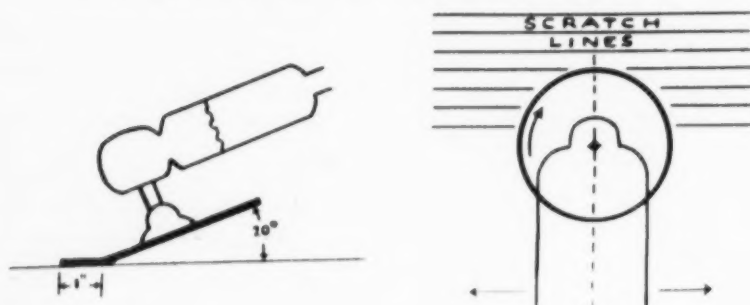
**S**EA T belts and shoulder harness will be offered as optional accessories on Chevrolet's 1956 models, T. H. Keating, general manager of Chevrolet Motor Division, announced.

Special kits containing factory-approved seat belt components will be made available through Chevrolet dealers. To accommodate customer preference, the kits will offer seat belts or belt and shoulder-harness combinations.

## R. H. Martin, Atlanta, Dies

Robert Hamilton Martin, 67, Atlanta, Ga., former president of Martin Cadillac-Oldsmobile Co., now Capital Automobile Co., died Sept. 9. A native of Washington, D. C., Martin went to Atlanta in 1915 and was later distributor and dealer for Pontiac and Nash in several Southeastern states.

Fig. 5—1. Hold the disc grinder at a 20° angle to the work, allowing only about an inch of the disc's outer surface to do the work. The disc should be well supported with a back-up pad. 2. Use only the weight of the machine for pressure on portable grinders. Slight pressure should be applied, using a flexible shaft grinder. 3. Move the machine at a right angle to the scratch lines. Sparks should leave the disc at the same point and travel in the same direction at all times.



**OPPORTUNITY  
UNLIMITED**  
*A Studebaker  
case history*



Take *your* cue  
for a bright, new future  
from  
**San Rafael's  
THOMAS V.  
PARKS**

*He has a brand new  
Studebaker Dealership  
at the age of 27!*

JUST a bit north of San Francisco, along the Bay, there's the pleasant, prosperous town of San Rafael. Like so many communities, all across the land, San Rafael is a thriving place to do business . . . with a lot of nice folks to do business with.

And if you stop at 1826 Fourth Street, you'll be right at the door of Marin Motors, where young and enthusiastic Studebaker dealer Thomas Parks is busy building a real future.

Mr. Parks is just 27. But he's typical of the many aggressive new members of the Studebaker dealer family . . . men who are finding what they've always wanted in the way of a solid business of their own.

Tom Parks is a graduate of the University of San Francisco, right next door to his home town. He played football there . . . went on to play a bigger game as a Captain in the U.S. Marines for 6 years. He's married, and has two daughters, and he's been looking around for the kind of opportunity in business that would

help him look after his family.

Through hard work he acquired a lot of practical knowledge about cars . . . and what makes gave their owners the best value.



Marin Motors, 1826 Fourth St., San Rafael, Calif.

So when the opportunity presented itself, Thomas Parks applied enthusiastically for a Studebaker dealership.

Today, the West looks more golden than ever to this businessman.

Tom Parks himself put it this way: "I discovered Studebaker is going places . . . with a great car, and a fine company behind it. I just decided to go places with them!"

**W**HAT about you? Wouldn't you like to join the go-places Studebaker team?

If you have automobile selling experience . . . a lot of real ambition and enterprise . . . and a limited amount of cash capital . . . you may well be the next new Studebaker dealer.

Don't let youth deter you. Studebaker likes young men on the move, as the case history here proves.

But don't wait too long in communicating with us. Studebaker dealer franchises are being taken up fast.

Get in touch now with William A. Keller, General Sales Manager, Studebaker Division, Studebaker-Packard Corporation, South Bend 27, Indiana.

**STUDEBAKER**

STUDEBAKER DIVISION OF STUDEBAKER-PACKARD CORPORATION . . . ONE OF THE 4 MAJOR FULL-LINE PRODUCERS OF CARS AND TRUCKS

# Chairman of ASI Wholesaler Show States Why "the Show Must Go On"

By FRANK G. STEWART

Chairman, Joint Operating Committee, Automotive Service Industries Show

**A**N ELEMENT in this industry, with an ax to grind, has formed a demolition crew to wreck the Automotive Service Industries Show.

Fortunately, the foundations built a quarter of a century ago were based on the firm ground of a growing industry that gained stature and national respect as it progressed through the years. During the past several years a small factor has been pecking at this foundation by various means to weaken the structure, with the intent to break it down completely.

One trade publication, seeing what was happening, ran a splendid article entitled "Stop Monkeying with the ASIS." Little did they realize that much more serious "monkeying" was to be done in 1955.

The 12 members of the Joint Operating Committee, representing the three national associations, had nothing whatsoever to do with the monkey business. We were preparing to proceed with the plans and stage the December, 1955, event to the best of our ability. We had placed a deposit on the Navy Pier as directed, and were preparing for our preliminary meeting when we were advised that a meeting of the three association presidents had been held and it was decided to abandon this year's event.

Since then there has appeared an article in the trade press that openly attacks the ASIS in such a manner as to lead one to believe that this "monkeying" had completely wrecked the ASIS. If this were the voice of the industry, it could mean the end of the national event, but let us stop and analyze the situation as presented.

I quote: "The ASIS is a luxury that manufacturers can no longer afford." The truth of the matter is, the ASIS space per square foot, averaged over the past ten years, cost less than regional shows and far less than other national shows. The space rental includes full decorations and all the essential elements that make up a show. The following items of expense are common to any show in which they exhibit: cost of moving ex-

hibits in and out of the show, cost of special backgrounds, expense of electrical connections, furniture, rugs, flowers, etc. The latter, too, are often much higher than space at ASIS.

Now that brings us to the only possible reason for the charge of a "luxurious clambake." Many exhibitors squander money for outside activities that have no relation to the ASIS except to keep up with Joneses or to gratify their own expensive desires in the name of "sales promotions." These go on the ASIS check and are duly charged to show costs. These extra-curricular activities may impress a few cronies, but they do nothing to increase the value of the show to the thousands of jobbers who have attended.

The reference to attendance figures as set forth was meant to convey a deplorable condition and it was referred to as a "regional show." Lest we get carried away with the idea, let us check records. I have it from good authority that 700 jobber salesmen would be a good average attendance at regional shows. (Note: There seems to be no accurate figures kept on attendance at the various shows.)

The 1954 ASIS brought 4,862 personnel from 2,186 wholesaler firms in the United States, as well as wholesalers from 47 foreign countries, 56 United States government personnel, 114 car manufacturer executives, 112 national fleet executives, 210 export agents, 182 advertising agency personnel, 115 representatives from press, newspapers, radio and TV, and 315 lady guests from the industry. Does that sound like a regional show?

It is only a natural sequence that the heaviest percentage of guests would come from the area nearest the show, but representative wholesalers from every state of the union have consistently attended the ASIS. The men who come from 47 different countries, plus Canada, the federal government and others who come only to a national event are of no small interest to our manufacturers.

In order to depreciate the value of the ASIS attendance figures,



*The author of these excerpts from a statement issued Sept. 23 is president of Standard Automotive Supply Co., Washington, D. C., and a past president of Motor and Equipment Wholesalers Association. The Joint Operating Committee is composed of representatives from that group, National Standard Parts Association and Motor and Equipment Manufacturers Association, which sponsor the show and name the JOC members to direct it.*

the peak attendance figures were shown in the immediate postwar years where an abnormal increase was shown, due to resumption of the show when merchandise became available after the starved war period during which merchandise was either off the market or in short supply, thus abnormally accumulating interest. The attendant experience of ASIS is no different from that of other shows which are being maintained by their respective industries.

It has been conceded for years that Chicago and Atlantic City are the only cities with exhibit and hotel accommodations to take care of this great spectacle. Had other cities the facilities to handle it they would have been given careful consideration. In 1932 we took the show to Cleveland and our guests went as far as Akron to get a room. We cannot push the ASIS around various parts of the country, nor can we drop it down to regional show size and have anything left.

It is now time for you to write a letter to your respective association, MEWA, MEMA, and NSPA, with a copy to the Joint Operating Committee, 111 West Jackson, Boulevard, Chicago 4, Ill., and let them know how you feel on this matter. This is not a case of being for or against regional shows, as they serve a purpose in a region.



# "Nation-wide facilities, fast service, fair rates sold us on Commercial Credit"

says **MR. THEODORE GORDON**,  
President of Gordon Motors, successful  
Ford dealer of Milwaukee, Wis.

"**A**S OUR BUSINESS EXPANDED, we looked around for a good, sound financing source. Nation-wide coverage, fast service and fair rates sold us on COMMERCIAL CREDIT PLAN. We have never regretted our choice and 65% of our business is now time sales. Integrating COMMERCIAL CREDIT's features into our sales pitch helps us close sales as does their national advertising and their sales promotion and merchandising aids. The close cooperation of their Milwaukee staff is inspiring and helpful to our salesmen."

## COMMERCIAL CREDIT DEALERS ARE *Successful* DEALERS

A letter or call to the COMMERCIAL CREDIT office nearest you will bring you prompt and expert help with your financing problems, too. Why not call today?



### **COMMERCIAL CREDIT CORPORATION**

A service offered through subsidiaries of  
Commercial Credit Company, Baltimore...  
Capital and Surplus over \$180,000,000  
... offices in principal cities of the United  
States and Canada.



# Readers are invited to contribute to—SHOP TALK

## SPOT PAINT PROBLEMS

Raleigh, N. C.

Dear Mr. Lowery:

As a reader of your magazine for many years, I am appealing to you for some suggestions to deal with a problem in our paint shop.

We have a large, modern opera-

tion similar to the one Mr. John Lander has in Atlanta, Ga., which is run on an assembly-line basis with cars going directly from the spray booth into the dry heat oven.

Whole paint jobs or two-tone jobs are no problem. Our problem is in dealing with spot work. We do



A column of informal comments about the automotive trade and its problems.



## Manley Towing Hitch



### Tow Heavier Loads...Faster...Safer

• This MANLEY Heavy Duty TOWING HITCH (No. 2209) gives closer, safer hook-ups on heavy loads with strength to spare.

Special, quick-tightening chain lock mechanism and two big, deep-throated grab hooks cut hook-up time in half.

Telescoping action of rugged

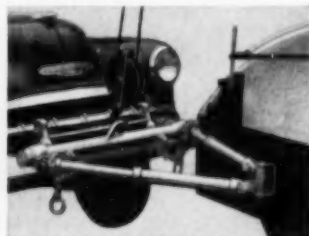
shock-absorbing tubular steel arms allows closer, better balanced loads—with automatic load centering for off-center hook-ups.

Permits full brake application at highway speeds. Telescoping arms absorb shocks, jars, bumps.

Turns in safety. Wrecker and towed vehicle can't touch.



Closer hook-up



Safer turning

• The best-equipped garage gets the profitable business. See your MANLEY Jobber today.

**ACCO**



**Manley Division  
AMERICAN CHAIN & CABLE**

York, Pa., Chicago, New York, Portland, Ore.,  
San Francisco, Bridgeport, Conn.

In Canada:

Dominion Chain Company, Ltd., Niagara Falls, Ontario

### MAIL TODAY

MANLEY DIVISION  
American Chain & Cable, York, Pa. S.A.

Please send literature and price  
of MANLEY Heavy Duty Towing Hitch  
No. 2209.

Name \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

not like to tie up the whole spray booth or the bake oven for a small spot job. Yet if we try to do this in the open, you are familiar with the problems such as over-spray, dust and other things present.

A simple solution might be to build a spray booth for spot jobs only, but that presents problems.

I am wondering if some place in your experience you may have found an answer to this type of thing?

HAROLD PITSER,

Sanders Motor Co. (Ford)

It so happens that in addition to my duties with SOUTHERN AUTOMOTIVE JOURNAL I am service manager for Lander Motors, Inc. (Dodge-Plymouth). We experienced the same trouble in our paint shop and after trying various solutions to the problem, we settled on an infra-red lamp bank for spot work. This has proven very successful.

It may be that the new quick air-dry enamel will be the real answer.

### DUE SOME CHANGE?

When a new-car engine wouldn't start in a Tulsa, Okla., dealership, mechanics finally looked under the hood and found two one-dollar bills wrapped around a wire leading into the distributor. Looking further, they found that someone, apparent-

Address any comments to: Southern Automotive Journal, 806 Peachtree St., N.E., Atlanta 5, Ga.

# Blue Streak Ignition is better for your business

39,000 top ignition men agree: Blue Streak ignition parts are sturdier; they last for more miles; their performance spurs your customer to tell his friends, "Great mechanic that Joe". We build your "reputation insurance" into our parts. For instance, look at the heavy-duty construction of the **BLUE STREAK BREAKER ARM.**

## **HI-AMPERAGE TUNGSTEN**

For maximum conductivity, minimum pitting and burning.

## **55.4% MORE CONTACT AREA**

Cools points quicker, cuts down on pitting and burning, lengthens contact life.

## **STAINLESS STEEL SPRING**

Resists corrosive fumes and vapors in the distributor, will not rust.

## **BERYLLIUM COPPER SHUNT**

Stronger, more flexible, less subject to fatigue, long lasting.



**SEE YOUR  
BLUE STREAK  
JOBBER**

**STANDARD MOTOR PRODUCTS, INC.** Long Island City 1, N. Y.

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1955

Want more facts? Use Reader Service Card Page 102



ly in a hurry, had "bought" the rotor.

"Whoever it was is due some change," chuckled Lavon Stanbery, service manager.

## LOW WARRANTY COST

Cruising around the Packard assembly plant and proving grounds at Detroit last month, the editors uncovered an interesting tidbit on that company's "torsion bar" suspension.

Officials reported that since its introduction last year, warranty labor service had cost the factory less than \$600. Corrosion brought on by salt on roads and streets up north had occasioned this warranty work.

Exposed areas have since been dipped in a gelatin plastic sealer which eliminated this from happening in the future.

And just in case you are wondering, it's true that people are still jumping on the car just to feel the mechanism lift them!

## 21 Southerners Sign Up For Nash Dealerships

NASH Motors signed up 21 Southern dealers in August, according to Roy Abernethy, sales vice-president.

They are: Ramey Nash Motors, Clarksdale, Miss.; Glidewell Nash Motors, Fort Smith, Ark.; Henry Motor Co., Inc., Lenoir, N. C.; Sterling Motors, Inc., Dallas, Texas; and Hinshaw Motors, Texarkana, Ark.

Midway Motors, Kannapolis, N. C.; Shepard-Richardson Nash, Oklahoma City, Okla.; Honest Aubrey Nash Sales, Port Arthur, Texas; Roy's Auto Supply, Norfolk, Va.; Nash Pasadena, South Houston, Texas; and Dixie Motors, Alexander City, Ala.

Blalock-Jones Motor Co., Dothan, Ala.; H & M Motor Co., Valdosta, Ga.; Immon's Motors, Waco, Texas; Vanderburg Motor Co., Bessemer, Ala.; and Demrod Motor Co., Pine Bluff, Ark.

Gunn Motor Co., Central City, Ky.; Southeast Nash, Washington, D. C.; Collier Nash Motors, Pikeville, N. C.; O. D. Fough Nash, Dallas, Texas; and Robb-Haskins Servicenter, Mt. Pleasant, Texas.

## NADA Young Executives Select Steering Group

THE National Automobile Dealers Association's young executives group has appointed a steering committee of 12 regional chairmen and named a council composed of 54 state chairmen.

Southern regional chairmen are: Maryland, Delaware, Pennsylvania and West Virginia—H. Deets Warfield, Jr., Warfield Chevrolet Sales, Inc., Mt. Airy, Md; Kentucky, District of Columbia, North Carolina, Tennessee and Virginia—Rhae W. Adams, Emrhae Motors, Virginia Beach, Va.; Florida, Alabama, Georgia, Mississippi and South Carolina—John D. Wise, Jr., Wise Motor Co., Hazlehurst, Miss.; Oklahoma, Arkansas, Kansas and Missouri—Walter Jennings, Jennings Motor Co., Little Rock, Ark.; Louisiana, New Mexico and Texas—John Nash, Capitol Chevrolet, Austin, Texas.

## Wilson Uzzle, Durham, Dies

D. Wilson Uzzle, 49, Durham, N. C., dealer, died Sept. 7 after an illness of several months. He had been hospitalized for three weeks.

# No Tools

new Acme hood-type rubber-covered tubeless tire valve you install without tools!



#250 Acme Tubeless Tire Rubber-Covered Valve (Packed 5 to Box)



Fits all passenger car rims including safety rim ovals

The Acme rubber-covered valve is a completely new development. Remove handsome chromed hood to install. Dip valve in water and insert through rim hole ... maintaining finger pressure on base as you replace the hood with other hand to finger tightness only! Inflate ... that's all.

(1) Valve accommodates both long and short cores.  
 (2) Base of metal hood is wider than rim hole ... can't push into tire. Locks valve into position.  
 (3) Flexible lip adapts to inside of rim ... seals off air ... is permanently leakproof.  
 (4) Chrome plated brass hood gives smart look to car.  
 (5) Fits all passenger car rim holes ... even oval type.  
 (6) Rubber on inside and outside of insert bonded through insert by 4 holes.  
 (7) Metal foot is larger than rim hole ... can't pull through opening.

### ACME METAL TUBELESS TIRE VALVES



#251 All-Metal Clamp-In Valve. For all rims with oval holes. Individually packed in envelopes, 5 envelopes to box.



#252 All-Metal Clamp-In Valve. For all rims with 3/8" diameter, round holes. Individually packed in envelopes, 10 envelopes to box.

FREE CATALOG ... write today for our complete new catalog of Acme products

# ACME

**ACME AIR APPLIANCE Co., Inc.**  
 100-120 Hinsdale St., Brooklyn 7, N. Y.



# NEW Laher **TUBELESS MUSTANG** TIRES

"THE TOUGHEST THING IN RUBBER"



## GREATEST BLOWOUT PROTECTION

No tube to chafe or tear, Laher Tubeless MUSTANG does not "blowout"—slow air leakage allows a slow, safe, sure stop.

## GREATEST PUNCTURE PROTECTION

All-new inner liner of Laher Tubeless MUSTANGS seals punctures as they happen. Even when punctured by large objects, air leakage is so slow it allows time to reach nearest service station. Cuts roadside danger, delay and expense.

## GREATEST MILEAGE

Lighter in weight—cooler running combined with MUSTANG *super tough* cold rubber construction—gives more extra miles than any other tubeless tire.

## GREATEST RIDE — SMOOTHER — SAFER

Less bulk and unsprung weight almost eliminates jars and jolts—less roadheat pressure buildup at high speeds.

The all-new Laher Tubeless MUSTANG tire is safety engineered and guaranteed to be the finest, toughest tubeless tire available.

**MR. DEALER:** Contact your LAHER jobber and find out about the big profits in featuring the complete Laher line—Tubeless and conventional auto tires and tubes; truck, bus, trailer, heavy equipment, farm and machinery, mud and snow—there's a Laher tire for every purpose.



## LAHER TIRE & RUBBER CO., INC.

ST. LOUIS, 2131 Locust St. • OAKLAND, 2615 Magnolia St. • PITTSBURGH, 4024 Liberty Ave. • MEMPHIS, 300 Madison Ave. • KANSAS CITY, 1630 McGee St. • LOS ANGELES, 807 E. 8th St. • FORT WORTH, 910 Florence St. • SAN FRANCISCO, 98 - 12th St. • SALT LAKE CITY, 541 So. State St. • SEATTLE, 714 E. Pike St. • PORTLAND, N.W. 15th & Davis • SPOKANE, 1319 W. Second Ave. • SACRAMENTO, 1217 - 16th St.



# CABLE NEWS of the CENTURY!

**No Bolts! No Nuts!**

to mess with in the  
**NEW**

## BOWES

### SEAL FAST

**EASY TO INSTALL!  
SPRING RELEASE FOR  
FAST SERVICE!**

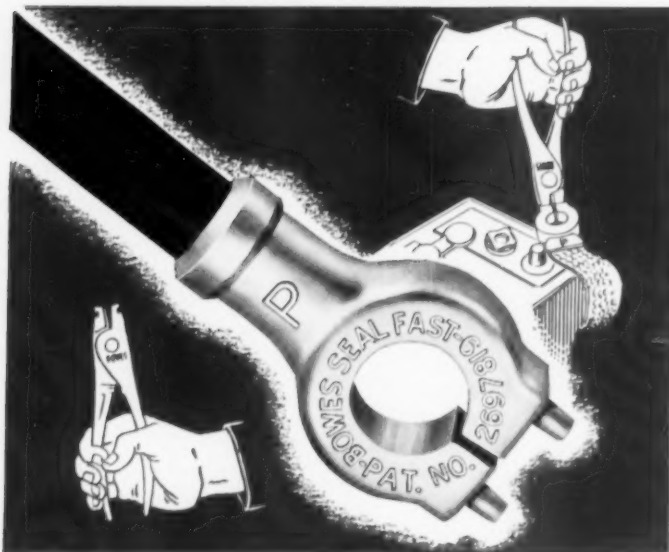
**NOTE THESE BIG  
SELLING FEATURES:**

- 1** No bolts or nuts to mess with.
- 2** Heavy-duty tempered spring-steel loop is die-cast into the non-corrosive terminal.
- 3** Reverse pliers quickly and easily spring the loop so that terminal spreads and then grasps battery terminal in firm grip which cannot slip or work loose . . . insuring constant, perfect contact.
- 4** Terminal guaranteed to be non-corrosive.
- 5** Road tested in hundreds of cars over many thousands of miles for more than two years with perfect performance record.



## Tension-Lock

**TERMINAL  
BATTERY CABLES**



**Can't SLIP or WORK LOOSE!** This radical improvement in battery cable terminals is going to make the old style, trouble making nut and bolt type terminal obsolete. The new Bowes Tension Lock Terminal is engineered to fit snugly and securely under the strong tension of the heavy duty spring steel loop, which is die-cast into the non-corrosive terminal, assuring constant, perfect contact. *Can't slip or work loose . . .* and yet is quickly and easily applied or removed with the reverse pliers.

**BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, IND.**  
HAMILTON, ONT., CANADA • LONDON, ENGLAND  
**BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA**

# We help you sell



National automotive statistics show that a very high percentage of cold weather "stalls" are caused by battery deficiencies, with faulty battery cables the chief trouble maker. Are the cables on your car starving your battery - preventing full flow of electric current

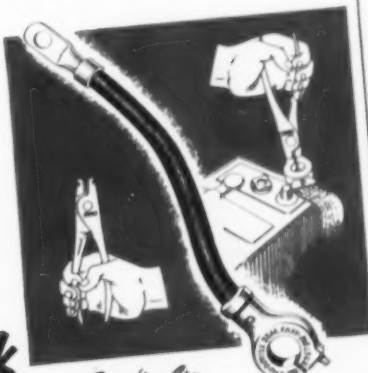
which will make your car hard or impossible to start in cold weather? Remember, your car can't function as it should unless your battery delivers its full capability to the entire electrical system. Faulty battery cables are BIG trouble makers. \* \* \*

*Beat Trouble to the Punch!*

Have your Bowes Dealer check your battery cables now - play it safe. If your cables are faulty (and about 50% are) ask him to install the

**NEW BOWES**  
**SEAL FAST**  
**Tension-Lock**  
**TERMINAL**  
**BATTERY CABLES**

The first genuine improvement in battery cables in more than a decade. No bolts or nuts to corrode. Guaranteed for the life of your car and guaranteed to provide the full capacity of your battery at ALL TIMES.



*Can't slip or work loose*

This radical improvement in Battery Cable Terminals will make old style, trouble making bolt and nut type terminals obsolete. Bowes Tension-Lock Terminal is engineered to slide snugly and securely under internal tension of a heavy duty tempered spring steel clip die-cast into noncorrosive terminal, assuring constant, perfect contact, yet is quickly and easily applied or removed with special reverse pliers.

BOWES "SEAL FAST" CORP., INDIANAPOLIS 7, INDIANA • HAMILTON, ONTARIO, CANADA • LONDON, ENGLAND  
BOWES PACIFIC CORPORATION, RIVERSIDE, CALIFORNIA

## BOWES

### SEAL FAST

## Tension-Lock

TERMINAL

### BATTERY CABLES

with ads in

The Saturday Evening  
**POST**

and other leading  
National Magazines

*like this*

**Cash in on**  
**BOWES**  
**Advertising**

## Show 'em and You'll sell 'em...

### Get big added profits... EASY

You know that a high percentage of your customers need new battery cables. Now, with this radical improvement in battery cable terminals you will find a demonstration, taking only seconds, will be so dramatically convincing it will be the deciding factor in making a quick, easy sale. Remember, the customer *does* need new cables... and... now you have something new and different to talk about... and a simple demonstration which does the selling for you.

**BOWES "SEAL FAST" CORPORATION, INDIANAPOLIS 7, IND.**

HAMILTON, ONT., CANADA • LONDON, ENGLAND

**BOWES PACIFIC CORP., RIVERSIDE, CALIFORNIA**

Dear Bill,

That will be the day, brother. The day we have no more come-backs will be "the day," that is.

Actually, a certain number of come-backs are to be expected. When a customer has some kind of a periodic misbehavior in his car which he can't show you at the time he comes in, but gives you the symptoms and you try to out-guess them, the job is on a trial-and-error basis. The old "human factor" is, of course, always with us, and anybody can make an



## NATIONAL ADVERTISING Will Help Make Sales for You

This fall and winter frequent advertisements featuring your service in supplying Dole Thermostats will appear in The SATURDAY EVENING POST. Put this advertising to work for you. Make sure you have in stock the more popular Dole Thermostats for replacement and suggest such replacement to everyone who drives in for service. Order

your stock of Dole Thermostats from your jobber today.

Control with

# DOLE

TRADE MARK

The Dole Valve Company  
1901 W. Carroll Ave., Chicago 12, Ill.

**Representatives in Principal Cities**

honest mistake, so there will always be some genuine and legitimate come-backs, for certain.

Customers will always kick back a few jobs which they either know have no connection with a previous job, but want to see if you'll take care of it to please them, or they will honestly believe there is some connection with their present trouble to a job you did previously. So there will be a few come-backs of this brand also. This is the nature of a service business, and has to be handled honestly and diplomatically. Usually a few come-backs are a sign of a healthy relationship with the customer. If he's really disgusted with you, he'll just naturally go someplace else; he won't come back at all.

But the type of come-backs that really wreck a business and keep tempers hot are the kind that the mechanic "risks" to save a step in the operation sequence, or, as we call it, "shortcuts." He figures that maybe one out of five or ten jobs will foul up if he "flat rates" the jobs, then he can take care of that single come-back in a few minutes, and actually save considerable time over the several jobs he shortcircuited. Sounds logical enough, but it just won't add up in actual practice.

If all the customers are transients, it might work for awhile, but when you are trying to build a local business there is always the faint possibility of the same customer catching a couple of these half-mast jobs—and there is always the strong possibility of a number of your customers getting together to compare notes on the quality of your work.

All kinds of controls have to be used to discourage an outbreak of this type of skip-and-hope workmanship in any shop. One flat-rater may influence others to try shortcutting if they see that he



*Save Time, Money and Profits with Factory Fresh*

## **SOUTHLAND BATTERIES**

*When You Want Them...*

*Where You Want Them...*



### **OVER 40 CONVENIENTLY LOCATED WAREHOUSES**

Only Southland features store door delivery from over 40 conveniently located warehouses. This exclusive service means that you can stock a smaller inventory while still offering complete service. It means these powerful, factory fresh batteries arrive even fresher. You'll have fewer customer complaints and adjustments with Southland. Give your battery sales a fresh start, write or wire today for complete details on how you can make greater profits with Southland Batteries.

*Wet or Dry Charged Batteries, Custom-Built to meet all Competition.*

You'll make higher profits with Southland, because you'll have better batteries in every price range. And all Southland famous Rub-Glas Silvernode batteries come wet or dry charged, to start their active life when they are put in service.

### **BOOST YOUR PROFITS**

*with the exclusive  
Electrical Check System*

Only Southland dealers are able to boost their profits with the exclusive electrical check system that builds more sales for batteries, generators, starters and regulators.

*for complete information*

**WRITE OR WIRE TODAY**

**ALLIED BATTERY CO.**

2040 AMELIA STREET • DALLAS, TEXAS



*Manufacturers of a Complete Line of Wet and Dry Charged Automotive, Marine and Commercial Batteries*

gets away with it. In some cases it may require a foreman or other management representative to keep the mechanics hewing to the line. He influences them to use good shop practice all the time, and then makes tests to approve a job before it is returned to the customer.

Many shops have a bonus plan for the mechanic. A certain percentage of his gross income is placed in a come-back fund. Come-backs are charged against the fund during a given period of time, and after that period the

residue of the fund is given to the mechanic. Thus he has a goal to reach in reducing come-backs, rather than benefiting by risking come-backs through shortcuts.

Come-backs are a necessary evil in some cases, but evil or no, they'll always be with us. Intelligent handling of them is the payoff, so neither the mechanic nor the customer suffers from a settlement.

Now, let's see what your come-back to the above remarks will be???

Yrs,  
Ed.

## Building Doubled Volume (Continued from page 37)

land—a taxicab advertising service. Sixteen cabs carry placards on our repair shop one week a month throughout the year. This costs us \$45 for the week and has proven well worth the investment.

Nor was our display window of parts and accessories left out of the picture. Our 6' by 9' window facing a busy street gets a change of trimming every two or three weeks, and we are pleasantly surprised with its effect on sales. Parts sales and accessories have shown a healthy increase.

If I have to say so myself, our shop has a neat, trim, clean-cut and smart appearance inviting to the most exacting customer. It looks efficient because it is efficient. It sparks customer confidence. Our compact layout, good organization with modern equipment and spaciousness combine to bring customers in. Our zeal to please does the rest.

We anticipate steady gains with the coming months.

## Nash's Advisory Council Taps 12 Southerners

THE newly-formed 21-dealer Nash advisory council, of which the first meeting was scheduled for early this month, includes 12 Southerners, Roy Abernethy, sales vice-president, Nash Motors Division, announced.

They are: Atlanta, Ga., zone: Donald E. Schulstad, Donald Schulstad Nash Co., Tampa, Fla. Dallas, Texas, zone: Paul K. Williams, P. K. Williams Nash Co., Austin, Texas. Kansas City, Mo., zone: Laurin C. Barnett, Barnett Motors, Inc., Topeka, Kan.

Memphis, Tenn., zone: M. C. Bledsoe, Bledsoe Nash Motors Co., Shreveport, La. St. Louis, Mo., zone: R. G. Riefing, Riefing Automobile Co., St. Louis. Washington, D. C., zone: Paul R. Lauritzen, Lauritzen Motors, Inc., Richmond, Va.

Alternates are, respectively: James C. Downing, Downing Nash, Inc., Atlanta, Ga.; Charles J. Kilgore, Kilgore Nash Co., Corpus Christi, Texas, and Frank M. Toms, Toms Motor Co., Emporia, Kan.

J. Houston King, King Nash Motors, Inc., Nashville, Tenn.; Kingsley O. Wright, Wright Motor Co., St. Louis, Mo., and Earle O. Baker, Williams & Baker, Inc., Washington, D. C.

**ACE** REPAIR MATERIAL  
**FOR ALL TUBELESS TIRES**

SAFETY MANUAL  
TUBELESS TIRE  
BEAD EXPANDER

TUBELESS TIRE  
VULCANIZING CLAMP

BE-107  
AIR OPERATED  
BEAD EXPANDER

NO. 25  
TUBELESS  
TIRE  
VULCANIZING  
PATCHES

CONTAINS  
TUBELESS  
TIRE PLUGS,  
LUBE-CEMENT  
AND INSERTER  
NEEDLE

ACE PLUG KIT  
For Tubeless Tires

FOR COMPLETE INFORMATION, WRITE:

**ACE RUBBER COMPANY**  
2310 YUMA STREET • BOX 6147 • DALLAS, TEXAS

# MORE POWER

## FOR MORE SPEED with famous **Kwik-Way** accuracy

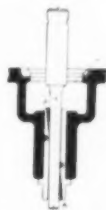


The New Kwik-Way Super Seat Grinder, Model "SSG" has special heavy duty spiral bevel gears and a power-packed  $\frac{1}{2}$  HP universal motor for the added punch you need for fast-

er, more profitable jobs. The new Kwik-Way Model "SSG" can be used with any Kwik-Way hex seat grinder—really gets into tight spots on in-the-chassis jobs—is more convenient, more rugged for longer use.

### ACCURACY

Kwik-Way's patented tapered arbor centers itself in the smallest or unworn portion of the guide—makes misalignment impossible.



### LONG LIFE

The grinder unit has ball bearing construction. Special built-in spring loaded plunger speeds up grinding work, prevents wheel loading and reduces stone wear.



### SPEED

Motor with built-in  $53^\circ$  angle really gets into those tough spots for speedy, convenient operation. Heavy duty,  $\frac{1}{2}$  HP motor has ample power for grinding seats up to and including 4 inch.

## Kwik-Way

Serving the Engine Reconditioning Industry since 1920

You can't appreciate the advantages of the new Kwik-Way Super Seat Grinder unless you see it in operation. So call your Kwik-Way representative today for a free demonstration or mail this coupon... there's no obligation.



I want to know more about your new Super Seat Grinder.

☐ Send literature

☐ Have your representative stop in my shop for a demonstration

CEDAR RAPIDS ENGINEERING CO.  
915 17th Street NE, Cedar Rapids, Iowa

Name

Company

Address

City  State

# WALKER "PRECISION

# THE



## GO-FACTOR

means the ability of the car to get into quick motion



**Walker "Precision Tuned" Silencers are a Basic Part of the Modern Engine's "Breathing System" a Vital Influence in the Improved "GO-FACTOR"**

In this new generation of engines, the most direct and practical route to the *improved* GO-FACTOR lies through *increased volumetric efficiency* . . . or the improved ability of the engine to breathe . . . to effectively utilize a greater charge or volume of air-fuel mixture and transform it into increased horsepower.

As a basic part of the engine's breathing system, proper exhaust system design exerts a vital influence on car performance . . . on its final horsepower rating . . . on its GO-FACTOR. No longer can yesterday's mufflers meet even the minimum requirements of these new standards.

And once again Walker sets the pace with "Precision Tuning" . . . a new generation of Walker Silencers to meet the new, complex problems of a new generation of engines.

Walker "Precision Tuned" Silencers are designed as an integral part of engine design . . . to quiet the heavier power notes of these new, more powerful engines without power loss . . . to specifically solve the new and difficult problems of shell noise . . . "transmission boom" . . . "tail pipe bark" . . . and still preserve the full measure of "traffic flash" and reserve power designed into every modern automobile.

Yes—Walker "Precision Tuned" Silencers bring out the "GO-FACTOR"!

WALKER MANUFACTURING COMPANY OF WIS. • RACINE, WISCONSIN

Exhaust Silencers . . . Oil Filters . . . Jacks



## "PRECISION TUNED"

for the new generation of engines and automobiles—now and to come



# TUNING" BRINGS OUT

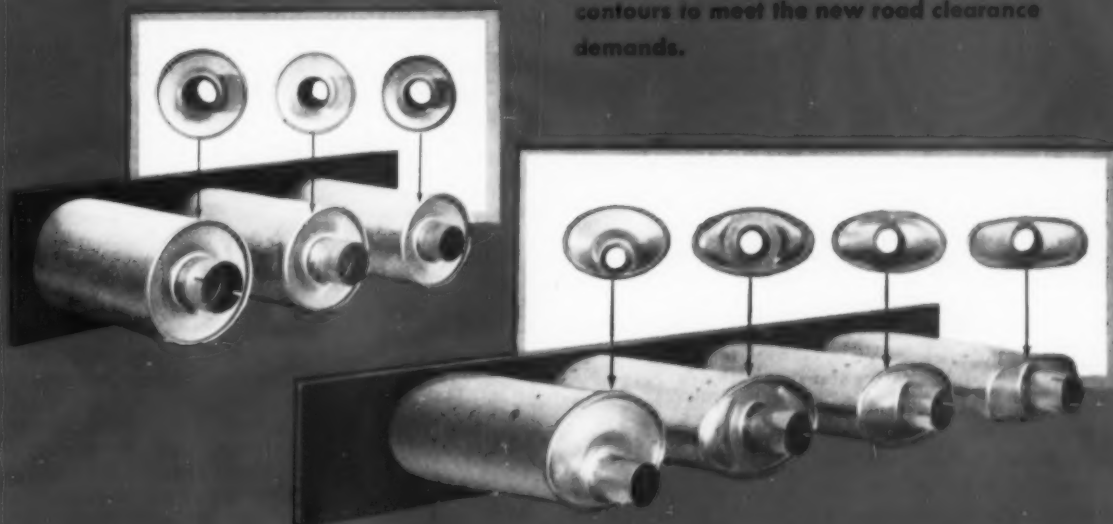
# GO FACTOR



## THE PROBLEM OF SPACE LIMITATION

Lower road clearances and new frame construction place increasingly difficult space limitations on muffler sizes. As the problem of quieting new high horsepower engines grows greater, the physical space in which to work continues to shrink.

**WALKER "PRECISION TUNING"** modifies and develops shell contours to meet the new road clearance demands.



**NOW MORE THAN EVER  
WALKER SILENCERS  
MAKE THE DIFFERENCE!**

"INDIVIDUALLY TUNED"

for the millions of fine cars, trucks  
and buses still in active service



## Gals and Gaskets

(Continued from page 40)

between the front end of the dealership and the shop. The shop is no longer such a frightening mystery and those who have penetrated this 'mystery' will tell their friends, thus helping to reduce timidity of women where service is concerned.

"Another benefit is that these women now have confidence in what a service manager or a service salesman tells them. If I now

tell one of these students that she needs a spark plug replaced, for example, she will believe me. She will not suspect that I am trying to sell her something she doesn't need. They all know they will be better off to keep their cars in condition with regular service or inspections and that by doing so, they are less likely to be stranded at some inopportune time.

"Before our school, one woman involved drove up to the front of the dealership and honked. When I went out to her car, she explained

she didn't know if she was to drive on in or not. Since the school another participant, who works in the bank and drives her own car, called me and said she was putting her car in my care completely. I am to service that car with whatever it needs as indicated by periodic inspections."

Organizing the school was not difficult in the case of the Dumas Motor Co.

Of those who registered for the course, 95% attended most of six classes, which averaged 20, although at times attendance was 25. Registrations were obtained through advertising in the *Dumas Clarion*, through the distribution of posters, by personal and telephone contact. Some were already customers of the dealership, most were not.

Classes were held each Monday night for six weeks. These were scheduled from 7:30 to 9:30, but there was so much interest a class seldom dispersed before 10. With no men present, the ladies felt more free to ask questions. Surprisingly, according to Tucker, most of the questions were quite sensible.

Classes were held in a cleared space on the shop floor, with chairs borrowed from the church. Light refreshments were served as each class concluded. Although experts conducted much of the demonstration, technical aspects were eliminated. State police were enlisted to discuss safety and good driving habits. Peterson, Mrs. Peterson, who serves as dealership cashier, and Tucker took their turns with subjects and details. Mrs. Peterson served as hostess and "operator" when there was a film to show.

Aside from a reasonable amount of advertising and the effort involved, the promotion was inexpensive and—it is obvious from testimonials herein — paid good dividends.

## Dodge Elevates Missourian

Dodge Division of Chrysler Corp. has advanced Jack W. Minor, a native of Kansas City, Mo., to its newly-created position of sales manager in charge of advertising, merchandising and related sales activities. Byron J. Nichols, vice-president and general sales manager, announced. Minor, who attended the University of Kansas, was formerly director of advertising and merchandising.



Yes, it's a pleasure to have a Lamson Treasure Chest within easy reach as a handy source for the fastest-moving automotive fasteners. The chest is 20 gauge steel, painted bright red and measures 28" x 13" x 10". The nine double-size drawers accommodate 117 Lamson "25" Line packages or are adjustable for standard packages. Contents are clearly marked on the front.

### CONTENTS AND LIST VALUES

	Total 25 Line Packs	Total List Value
SAE 1035 Cap Screws	31	\$19.80
Round Head Stove Bolts	8	6.22
USS 1035 Cap Screws	30	19.20
Lock Washers	8	6.00
Finished Hex Nuts - Fine Thread	8	5.60
Finished Hex Nuts - Course Thread	8	5.58
Pan Head "A" Tapping Screws - Plated	9	5.33
Oval Head "A" Tapping Screws - Plated	2	1.18
SAE Flat Washers	8	5.64
Hammerlock Cotters	5	3.85
	117	\$78.40

YOUR COST \$49.80—CONTACT YOUR JOBBER

## The LAMSON & SESSIONS Co.

1971 West 85th Street • Cleveland, Ohio  
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham



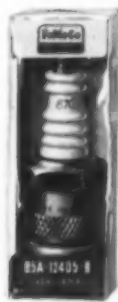
# New Ford "show-window" packages build Ford service sales



Genuine Ford  
Condensers



Genuine Ford  
Distributor Points



Genuine Ford  
Spark Plugs



Genuine Ford Oil Filter Elements  
in a special draw-string package



New "see-through" Ford parts packages and draw-string oil filter element cartons show Ford-owning customers you have their interests at heart!

• Handsome new draw-string cartons for oil filter elements . . . "show-window" packages for other fast-moving parts. Easy to display and eye-catchers, too, Ford's new packages work all the time, reminding Ford owners of service jobs to be done.

They build confidence, too. A Ford owner feels that the man who stocks the best parts for his car will deliver the best service work on Ford cars.

Get these attractive packages on your counters and watch your service volume grow.

## GET THIS SIGN . . .

Display a Genuine Ford Parts oval and bring in more Ford business. Ford owners watch for it. Mail the coupon for the full story.



## PARTS AND SERVICE SALES DEPARTMENT

Ford Division, Ford Motor Company, Box 658, Dearborn, Mich.

Please send complete information telling me how independent garages can get a Genuine Ford Parts sign. I'd like to cash in on this, too!

FIRM NAME \_\_\_\_\_

INDIVIDUAL'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

# TO THE TOP

---

## **"The Champion Profit Story"... Highlight of our powerful Fall-Winter Merchandising Campaign, is a gold mine for increasing your profits!**

You've heard about the Guaranteed Annual Wage. Now here is the way for all Champion merchandisers to obtain "Guaranteed Annual Profit"! Spearhead of Champion's hard-hitting Fall-Winter Merchandising Campaign is an easy-to-understand booklet "The Champion Profit Story". Your Champion salesman will show you how to put it into action.

*Its big purpose: to increase your profits and keep more of your hard-earned dollars in your pocket.*

You'll see the proven facts and figures on what dual lines do to profits; the facts on the money-magic of proper turnover and how to obtain it; the facts on the actual cost to you of unbalanced stocks and capital tied up in top-heavy inventories. Answers to these and many other pitfalls which can undermine real profit potential are spelled out, concisely and clearly, in "The Champion Profit Story".

You owe it to yourself and your business to get this plan from your Champion salesman, then put it into immediate effect and watch your profits grow!

Display the Champion winter campaign easel card and poster. Use the new Punch Board Incentive Plan for the biggest fall and winter sales and profits you've ever enjoyed.

*Jim L*

**P.S.** All 69 entrants in the Darlington "500", the World's Series of stock car racing, used 5-rib Champions. Chevrolet finished one-two in a field made up of Ford, Mercury, Pontiac, Oldsmobile, Buick, Cadillac, Plymouth, Dodge, Chrysler, Nash, Studebaker and Hudson . . . all with Champions!



# **DEALERS** *IN THE NATION*

---

**TO HELP YOU *SELL* MORE...**



**AND *KEEP* MORE  
OF THE PROFIT!**

## Shop Volume Is Up

(Continued from page 35)

Some replies ascribed increases simply to the rise in population in their areas.

Among those attributing higher shop volume to increased sales of new and used cars was Jennings Motors (Chrysler-Plymouth), Little Rock, Ark. Shop activities there were "almost at full capacity at present. We have no plans for expanding at this time."

This was generally true of re-

ports from dealers, who apparently sought to hold their capital outlay in check in view of the heavy funds needed to maintain a sizable car inventory.

Baker-Ward Motors (Dodge-Plymouth), Newton, Kan., experienced a climb of 2%, again traceable to selling more cars in '55. "We can't boost volume much until we can get more room," was a terse additional comment.

By using a professional management service and by the owner spending more time in the shop,

one Missouri Chevrolet dealership listed a shop volume gain of 2½%.

R. T. Scott Chevrolet, Oklahoma City, Okla., said volume was up 10%, brought on by "greater solicitation by phone and direct mail." That firm is promoting a contest among employees for customer phone calls.

A service control system is being called on by Davis Motor Co. (Dodge-Plymouth), Saint Marys, W. Va., to boost volume beyond the 11% already achieved this year.

Harry P. Theall, Lake Charles, La., with a rise of 15% under his belt due to advertising, announced a program for more advertising and "harder working by all."

Cook's Garage and Tractor Co., whose volume was the same, revealed plans for "going out and calling on customers" at Columbia, Miss.

### No Plans for Boosting

A number of dealerships and garages said frankly they had no outline for boosting volume although their figure was the same as for last year.

White County Motor Co. (Ford), Searcy, Ark., whose volume was down 1%, has recently sold bargain coupon books in hopes of increasing sales.

With volume down 6%, Lambert Motor Co. (Chrysler-Plymouth), Clanton, Ala., is planning to enlarge its shop.

A Wilmington, Del., garageman whose volume was down attributed it to "less help and getting rid of loafers after I decided to go along with less men."

C. H. Malone (Ford), Apache, Okla., experienced a drop of 10%, but said plans were underway to "increase accessory sales and maintenance work."

With his volume "about the same," O. A. Showalter (Packard-Willys), Boise City, Okla., said he planned "better service" for building volume.

Alderson Cadillac Co., Lubbock, Texas, had a 10% increase and laid it to "additional manpower and 'personalized' service to each owner." The firm is planning "more space and additional service items in a new and larger building with an improved follow-up campaign."

A similar increase was reported by a North Carolina Ford dealer. He is installing a complete radiator department for repairing and recoring, with additional new equipment for tune-up and repair volume in his shop.

# HOW where will they stop this winter?



## MAKE SURE YOU SERVICE WITH BRAKE PARTS

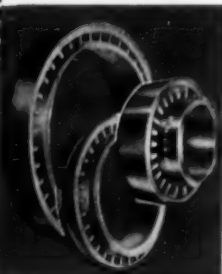
There's more to winterizing than antifreeze and skid chains! It's just as important (and mighty profitable) to "pull a wheel"—to check master and wheel cylinders for leaks and to check the brake fluid level!

Your EIS Distributor has the brake parts you need for the winter changeover business ahead—including practically all of the 1955 parts. Most EIS Master Cylinders are now equipped with the famous EIS Ribbed Cups. Wheel Cylinders using chevron cups and single end cylinders also come with Ribbed Cups. Most EIS Kits contain these Ribbed Cups, too. Insist on getting them—they eliminate troubles and comebacks!

EIS AUTOMOTIVE CORP., Middletown, Conn.

Write for catalog

CURE YOUR WHEEL CYLINDER TROUBLES ON INTERNATIONAL, FORD, CHEVROLET, GMC and other trucks with the time-tested and proven EIS Ribbed Cup! PROVED BEST FOR 10 YEARS ON CHRYSLER PRODUCTS CYLINDERS!



**YOUR  
BEST MOVE**

**FOR  
QUALITY**

**DEPENDABILITY**

**QUICK  
AVAILABILITY**

**FEDERAL-MOGUL SERVICE**

Division of Federal-Mogul-Bower Bearings, Inc. • DETROIT 13, MICHIGAN



# CHRISTMAS



*Thrill-Packed Sun Valley*

Tucked away in the mountains of Idaho—all the charm of a Swiss village—all the excitement of glorious days on the snowy slopes.



*Glamorous Bermuda*

Queen of the Caribbean, with Sun and Sea and Surf combining with a wonderful climate to make every waking moment an unforgettable experience.



## One of last year's winners says:

"A lot of good customers, together with the 'Christmas Gift of a Lifetime' made me very happy indeed. My daughter and I really 'did' California . . . a thrilling, never to be forgotten vacation trip, believe me!"

George S. Krause, 2239 Main St., Schnecksville, Pa.

# AUTO-LITE

AUTO-LITE MAKES A COMPLETE LINE OF RESISTOR,



# GIFT OF A LIFETIME

Six All Expense paid Trips  
for Two... Plus over  
fifty other valuable prizes!

This year make your dreams come true! Win one of the many Auto-Lite "Christmas Gifts of a Lifetime!" Line up for greater Auto-Lite Spark Plug volume, faster turn over, more profit. Your Auto-Lite Spark Plug supplier has the full simple details. Be sure to ask him how you can win your "Christmas Gift of a Lifetime."

## Ask Your Supplier's Salesman . . .

How you can win one of the 6 all expense paid trips for two or one of the over 50 other valuable prizes! Be sure to get in on this sensational promotion. It's simple . . . it's easy!



# SPARK PLUGS

STANDARD, TRANSPORT AND MARINE SPARK PLUGS FOR EVERY USE

## Profits and Haystack

(Continued from page 43)

more business than any other similar group of retailers, and that we employ more people and have greater collective capital investments than the great manufacturers of automobiles. Yet nothing, nothing is said about the profits of the automobile dealer today.

What's happened to the dealer's profits? And what's going to happen in the future to the automobile dealer? All this set me to wonder-

ing "Why a Profit?"

Yes, why a profit for the automobile dealer? Maybe it's not in the plans of the mighty lords of the automobile world for their poor little dealers to make more than just a living out of this business from now on. Maybe they mean what they've been saying about liking "hungry dealers" instead of those with a little capital on their ribs to take care of them during depression periods. Maybe the factories feel that the *honor and glory* of selling more cars to more peo-

ple, enabling them to set records of production and profits, should be enough reward for the dealers of America. Or maybe, and I've almost reached this sad conclusion, maybe they just don't care what happens to their dealer family anymore.

And then, maybe we, the dealers of America, have just been suckers and have been led like puppets into operating our business in such a manner that while doing more business than ever, and making possible the records of production and profit for our factories, we have, through our own stupidity, watched our profits practically fade out of the picture. And some of us have been encouraged to run our dealerships in such a manner as to bring shame and disgrace to the automobile retailing business.

### Yes, "Why a Profit?"

Yes, "Why a Profit?" Why not be satisfied with things as they are? I heard that some factories say we got lousy rich after the war and now it's their turn and we should be glad to help them by selling our cars at cost or thereabout. But it seems to me that I read somewhere that they all did pretty well during the war on government contracts while we scrambled as best we could to keep our doors opened, and about 25% to 33 1/3% of the dealers did have to close their doors for lack of war profits. But I didn't read of any automotive factory going out of business or losing money, either during or after the war when we were getting so awfully rich!

And then, the minute the dealers got some good profits built up, in spite of taxes and low car production, what happened? All over the country, it was suddenly discovered that no dealer had adequate facilities to handle his territorial responsibility, and the great building program began. Showrooms, shops, automotive monuments and castles went up all over the country. Many a dealer, poor boy, was influenced to put all he had and all he could borrow into new facilities and equipment to take care of his future responsibility to his factory in his respective territory. Did I say "his territory?" Excuse me, I'm living in the past, 'cause when all the nice big buildings were built to take care of the sales and future service, he lost his territory.

But look, man, be happy! You've got big beautiful buildings all around you, and the people in your

# AMMCO Bench grind ALL Brake Shoes

including the new fixed anchor brakes



## MODEL 2000 SAFE-ARC BRAKE SHOE GRINDER

- ★ **CLEAN** — vacuum system prevents flying dust
- ★ **EASY TO USE** — only 2 adjustments — can't make mistake
- ★ **FAST** — 8 shoes in less than 4 minutes
- ★ **RANGE** — shoes for drums 8"-17" diameter
- ★ **ELIMINATES** come-backs and free re-adjustments
- ★ **COMPLETE** — including 1/3 h.p. motor —

only \$218.50

## NO. 4140 FIXED ANCHOR SHOE CLAMP

Grinds ALL shoes for fixed anchor brakes (10"-11"-12") — **EFFICIENTLY** and **ECONOMICALLY**. Cures diving, spongy pedal, and pulling problems caused by incorrect lining to drum contact. Can be used on any Ammco Safe-Arc Grinder Serial No. 2560 and later.

only \$69.50 complete

See Your Ammco Jobber — Ask For Free Demonstration in Your Own Shop



AMMCO TOOLS, INC.,

*New!*

# NIEHOFF T-15 VOLTAGE REGULATOR TESTER

(6 and 12 Volt Systems)



**TSC-15** Includes Mobile Stand  
Saves time . . . guards tester from  
dropping or damage. Strong,  
light aluminum frame with "caddy  
tray" for tools. Tester and stand

DEALER PRICE **\$65.00**

## Fast, "Sure-Shot" Troubleshooting for Bigger Profits on Generator and Regulator Jobs

• **Pays for itself!** The T-15 saves time . . . prevents wrong guesses (and lost customers!). Modern, precision-calibrated meters read at a glance . . . completely separate scale for each voltage range. Handy rear compartment holds manual, leads and clip.

**Test units on car—any battery condition.** Checks regulator, generator, current draw of all units except starter, voltage drop in wiring. (Shipping weight approx. 7 lbs.)

**\$49.50**  
DEALER PRICE

See it at your jobber's showroom or write to:

**C. E. NIEHOFF & CO.**

4925 LAWRENCE AVENUE, CHICAGO, ILLINOIS

Warehouses: 250 W. 54th Street, New York 19, New York • 1631 Fairmont Avenue, Philadelphia, Penna. • 254 Brighton Avenue, Boston 34, Mass. • 2715 Main Street, Dallas, Texas • Branches: 1330 W. Olympic Bldg., Los Angeles 15, Calif.

PRINTED IN U.S.A.

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1955

Want more facts? Use Reader Service Card Page 102

87

community think you're rolling in profits. And look at all the nice, new, shiny cars around your place, and in your warehouse and on your lots and stored all over town! Of course, they think you're rolling in the money, or you couldn't own that many cars. They don't know you've borrowed money on every car you own; they don't know the finance company has forgotten sane limits of credit on your wholesale, and they sure don't know you're having a hell of a time making enough profit to just pay

the interest on what you owe your banks and finance companies!

Some of you may say, "The factories say dealers are making more this year than last." I'll admit I read that this year (in small print), and it may be true, so far this year, but the year isn't over yet. And what did we make last year? Six tenths of one per cent! And I've heard those NADA fellows say that they think they only got the good statements, because most dealers were ashamed to mail in their pitiful red-ink final state-

ments. So maybe we do look better for the first six months. But I'd be willing to bet any factory man that if those dealers whose statements show a measly 3% profit for the first six months of this year, according to NADA, were to charge off their bad debts, their parts obsolescence and inventory their used cars at today's real cash wholesale value, that 3% would dwindle down to less than last year's figure of six tenths of one per cent. And we have just started giving away our cars in our annual clean-up festivals!

Wonderful, ain't it?

Some of you may ask, "What can be done about it" and I'll tell you. I've got two solutions to our problem.

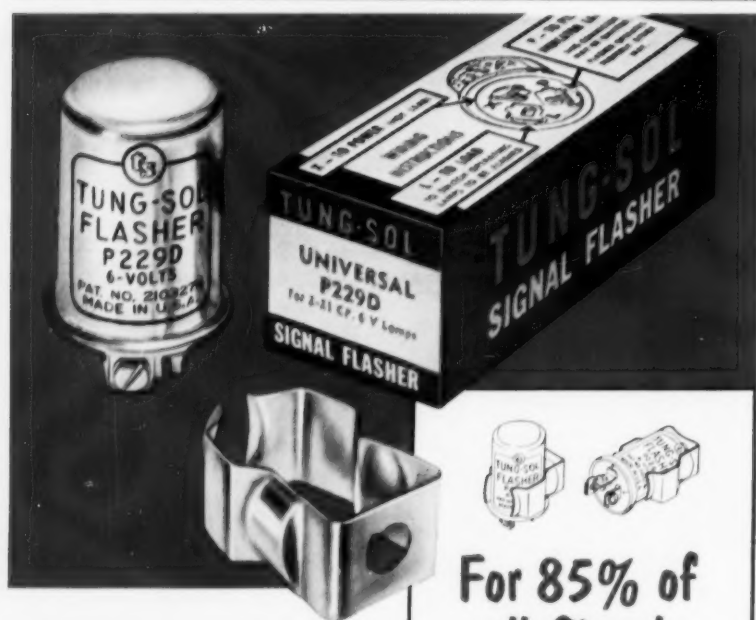
We all admit the factories can't operate without us. Well, maybe they can, but they'd have to replace us all. They must have dealer outlets—even they will admit this fact. I've always said we and the factories are partners in the automobile business. So, let's sell that fact to our factories and let's really become partners, in fact. We'll sell their cars at no profit—like we're now doing—and we'll split their profits and ours evenly between the factory and its dealer body. At the rate of profit to sales they're making now (as much as 20% in one case) there would be enough to go around nicely. We and the factories would get a decent return.

Now, if we can't sell that fine plan, I've got another one. It's sure-fire and can't fail. In fact, it's already working for the labor unions. Let's just all band together in a great automobile dealer union. After we've done that, let's threaten a strike. Let's just tell the factories we won't buy a single car unless we are guaranteed a 5% profit on our sales each year. That will give all dealers a fair return on their business, and it will be guaranteed by the factory.

Simple, isn't it! Now, you dealers of the Tennessee association, you have the profit solution. You start the movement right here today. What part will I play? Me? Oh! You'll have to leave me out of your plans. You see, I'm very happy with my factory!

#### Jackson Mississippians Elect

The Jackson (Miss.) Automobile Dealers Association has elected Martin Boyce, Jackson Auto Sales, president; Sidney Robinson, Jr., Robinson Brothers, vice-president.



### TUNG-SOL<sup>®</sup> UNIVERSAL SIGNAL FLASHERS

Just about nine out of every ten service jobs that necessitate replacement of the signal flasher can be handled with this one Tung-Sol Universal Flasher. The special mounting bracket takes the place of ten screw-terminal and attached-bracket types of mounts—seven in passenger cars and trucks with 6 volt circuits and three in 12 volt trucks and busses. In addition, both the 6 and the 12 volt Universal Flasher can be stripped down to replace the respective plug-in types. Universal

### For 85% of all Signal Flasher Replacements

Flashers P229D (6 volt) and P241D (12 volt) are supplied with mounting brackets and special wiring connector screws and nuts. Order from your regular supplier.

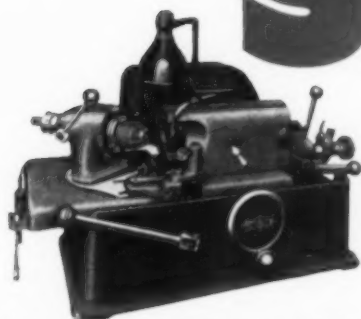
TUNG-SOL ELECTRIC INC.  
Newark 4, N. J.

Sales Offices: Atlanta, Chicago, Culver City (Los Angeles), Dallas, Denver, Detroit, Montreal (Canada), Newark, Philadelphia, Seattle.

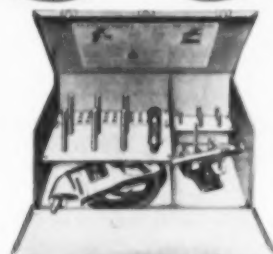




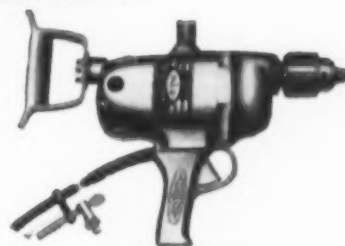
# SIoux



VALVE FACE GRINDING MACHINES



VALVE SEAT GRINDER SETS



ELECTRIC DRILLS

# TOOLS



PORTABLE GRINDERS



FLEXIBLE SHAFTS



PORTABLE POLISHERS



BENCH GRINDERS



PORTABLE SANDERS

USE  
SIoux  
ALL THE WAY  
THROUGH!

# LAST

SEE YOUR  
SIoux  
DISTRIBUTOR



ELECTRIC  
IMPACT  
WRENCHES



ELECTRIC  
SAWS



FLAT SANDERS

# LONGER !

**ALBERTSON AND COMPANY, INC.** • Sioux City, Iowa, U. S. A.

## Service Station Training Courses Being Offered in Virginia Schools

**S**ERVICE station training courses will be offered to juniors and seniors in 71 Virginia high schools this fall as a result of a coordinated program set up by distributive education officials and Virginia oil marketers.

Plans and procedures for the specialized courses were discussed

and approved by the educators and oil men at an August meeting on the campus of Virginia Polytechnic Institute in Blacksburg.

The program will be put into effect as rapidly as possible, with the hope of making Virginia the first state in the nation to implement the course designed by the Uni-

versity of Texas and the American Petroleum Institute's Division of Marketing. It is being coordinated by the Virginia Oil Jobbers Association and the Virginia Oil Marketers Association, and is being supported also by oil companies large and small.

The service station training program was outlined by LeRoy Schneider of Schneider Oil Co., Roanoke, chairman of the Virginia distributive education oil marketers' coordinating committee.

Schneider explained that five manuals will be used in the classrooms and that the best of the state's service stations would be utilized for supplemental on-the-job training.

He pointed out that the manuals were prepared by the University of Texas with the cooperation and assistance of the American Petroleum Institute's Marketing Division. Reference materials used in preparation of the manuals were supplied by nearly 100 companies. The manuals cover every phase of service station operation, and include 76 lesson assignments.

After the students have graduated, Schneider said, they can become full-time employees of dealers, or they may take a station of their own. The most significant part, however, is that they are already trained for their jobs.

### Parts Counterfeiter Draws Sentence

**I**N ONE of the most unusual cases in the history of the New York district attorney's office, a worldwide dealer in counterfeit automotive parts has been given a year in jail for activities which are said to have netted him \$300,000 in four years.

He is Charles W. Kile, 50, of Primos, Pa., who was sentenced by General Sessions Judge Mitchell D. Schweitzer. Kile pleaded guilty to six counts of an 111-count indictment, including grand larceny and attempted grand larceny.

Kile was accused of cheating American and foreign distributors by selling inferior merchandise bearing counterfeit trademarks and brand names of three companies, including The Electric Auto-Lite Co. Shipments were exported from New York to Saudi Arabia, India, Mexico, Venezuela, Burma, Cuba, the Philippines, Puerto Rico, Costa Rica, Guatemala and the Dominican Republic, among other foreign countries.



**IT'S NEW!**

**what's new?**

**LEATHER CLEANER**

**BEST TREATMENT FOR  
LEATHER AND PLASTIC SEATS!**



Packed in handy half-pint cans,  
24 to the case. List Price \$1.00

Parko makes a complete line of 57  
laboratory tested automotive products

Leather Cleaner contains SD-100, a newly discovered leather restorer and softening agent. It cleans, conditions and protects all types of leather and plastic auto upholstery. Leather Cleaner restores the color and makes any leather article softer and more pliable.

Your customers will find this new leather treatment extremely effective and easy to use.

**PARKO LEATHER CLEANER . . . ORDER YOUR SUPPLY TODAY!**

World's largest manufacturer of rubbing and polishing compounds.

**PARK CHEMICAL COMPANY**

8074 MILITARY

DETROIT 4, MICHIGAN

**Parko**

# Just Out!

## PurOlator's new DISPENSERACK

"the rack  
with a  
college  
education"



### It SELLS for you . . .

Always on the job, the new Dispenserack hangs on the wall in a convenient spot, sells filters and filter service to every motorist who stops in.

Posters, designed to hard-sell at the point-of-sale, available at regular intervals, fit slots at top, keep rack fresh, "live"—timely.

### It TELLS you . . .

Ever have to stop and think *which* Purolator?

Identification cards on the new Dispenserack answer "make-and-model" questions instantly.

What's more, the customer sees he's getting the right filter, too!

### It KEEPS STOCK for you . . .

A simple, foolproof inventory system!

As you withdraw a refill, the stock drops down. You see at a glance your stock in each item . . . know which to order—how many.

Get your Purolator Dispenserack today. Hang it up in a handy place and see for yourself!

### HONEST-TO-GOODNESS GIVEAWAY!

Get in touch with your supplier for details on Purolator's Dispenserack Stocking Plan.

**PUROLATOR PRODUCTS, INC.**

Rahway, New Jersey, and  
Toronto, Ontario, Canada

# PurOlator

## America's No. 1 OIL FILTER

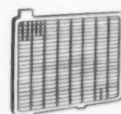


# BUILT TO MEET ANY DRIVING

# ★★★★ DELCO EXTRA- GUARANTEED



## EXCLUSIVE NEW GRID



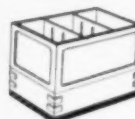
Delco's unique grid design increases battery life as much as 100 percent by even distribution of current and a superior resistance to overcharge and corrosion.

## SUPERIOR RUBBER SEPARATORS



Delco's rubber separators offer a new high in resistance to vibration, acid attack and peroxidation, and are designed to withstand extreme temperatures.

## HARD RUBBER CASES



Delco's genuine hard rubber case is completely resistant to acid absorption, heat, bulging, warping, or other distortion.

\*Listen to Lowell Thomas Newscast on CBS Radio Network—See your local listing for time and station.



# REQUIREMENTS ★ ★ ★ ★ ★ ★ ★

# DUTY BATTERIES FOUR YEARS ★ ★ ★ ★ ★

**DELCO'S DRY CHARGE BATTERIES CAN BE STORED INDEFINITELY, YET ARE FACTORY-FRESH WHEN YOU SELL THEM!**

Delco's Extra-Duty line, loaded with extra-duty features, hits a new high in battery dependability and performance. As a nationally advertised battery, Delco has earned a degree of public acceptance that is the envy of the industry. Add to this a four-year guarantee that applies *regardless* of mileage in normal passenger car service—a guarantee that's backed by Delco and General Motors—and you have everything a customer could want in a battery.

The four-year guarantee on the Extra-Duty line also applies to Delco's new dry charge battery—a battery that can be stored indefinitely and still give factory-fresh power *instantly!* You see, Delco Dry Charge Batteries do not require an initial electrical charge. You just add the electrolyte and they're ready to go.

In addition to Delco's Extra-Duty line, there are Delco Original Equipment, Tractor and Economy lines—a battery for every purse and purpose.



*A General Motors Product*

A UNITED MOTORS LINE



## Volume-Doubling Manager

(Continued from page 41)

chanic must turn out a quota to make his stall pay its share of the overhead—and show a net profit.

How did Morgan step up his volume?

He didn't accomplish it by figuring how it might be done with pencil and paper. He just went out and asked for business. He continues to keep asking.

In Odessa the summers are long, hot and dusty. Shop volume nor-

mally falls into the seasonable slump. It had always been taken for granted before. But last May, Morgan was given a four-month quota. If, in that period, the shop grossed \$94,000, he would win for himself two flight tickets to Mexico City, plus \$600 in cash, plus a week's time to go and come and spend his winnings. By the 15th of August, Morgan had his trip won.

Morgan's contention is that a service manager can't produce shop volume if he has to remain in the shop during working hours.

"A service manager should have at least one-third of his time free to solicit new business."

Morgan doesn't have any trick canvass. He doesn't come beggin', either. Neither does he have some special to offer with the story he's losing money just to keep the shop busy.

In soliciting, Morgan is blunt and to the point.

"We want your business," he states frankly and sincerely.

He has yet to resort to telling those whom he calls on that he's in a better position to do their work than any competitor. In a town of 50,000, people have to live with one another—even with each other's competitors.

Nine times out of ten, the people who are asked are flattered. It puts them in the class of a desirable account. Every normal person likes to think his business is worth asking for.

### 90% Wanted Work Done

Funny thing: Fully 90% of the people who have been asked, had work to be done. Work that should have been done. But they just kept putting it off. Once they were approached, they came right in.

No one, seemingly, was concerned about the price. They all know about flat-rate charges, and know jobs are the same wherever they are done.

Rarely does Morgan have to ask for business any more. He just walks into a place of business and everyone knows why he's there. They begin telling him what they want, or that they don't need his services at the moment, but they'll keep him in mind.

Getting business is one thing. Holding it is quite another. If Morgan had to keep digging up one-time customers continually, he would soon exhaust himself. To overcome this possibility, he holds two department meetings weekly with his men. His only subject is *courtesy pays*.

No mechanic is permitted to argue with a customer. If a customer is not satisfied (and after his job has been turned over to him, Morgan gets in touch to see if he is satisfied), Morgan irons out the difficulty.

"The average mechanic is going to defend his work and to hell with the customer. They're always wrong, anyway."

It is up to Morgan and the shop foreman whether or not the job should be re-done on the mechan-

## ST. CLAIR RED TRIM CEMENT

*"That Old Red Cook"*

### the Car Manufacturers Standby

for over  
**30 Yrs.**

**USED IN MILLIONS OF CARS**

St. Clair Cements come packed in Gallons, Quarts, Pints, 5½ oz. tubes and ½ Pint Cans with Special Dispenser gun.

FOR A TIGHTER, LONGER, LASTING BOND

**RED and GRAY TRIM CEMENTS**

St. Clair trim cements provide a stronger, more permanent bond between fabric and metal, wood and painted surfaces.

Write for samples — prices.

**ST. CLAIR WEATHERSTRIP CEMENT**

Is used for bonding weatherstrips to doors, windows and windshields. It is the same cement used in millions of cars, by car manufacturers.

Write for samples — prices.

## CLAIR Trim & Runner CARPET

Manufactured by the St. Clair Rubber Co. Carpet-like Rubber material. All purpose for Trim, Runners, etc. . . . 36" width. Colors:— Black, taupe, blue on gray, maroon on gray, green on gray.

### AMCOR WOOL POLISHING DISCS

Chemically strengthened fibres — washable — stitched sheepwool tufts — heavy canvas back — heavy duty — long wearing — economical.

Write for Catalog sheets — Prices.

### MIDTEX RUBBER MATTING

6 sheets, 27" x 68" packed in cylinder carton. Colors:— Black, taupe, blue on gray, maroon on gray, green on gray.



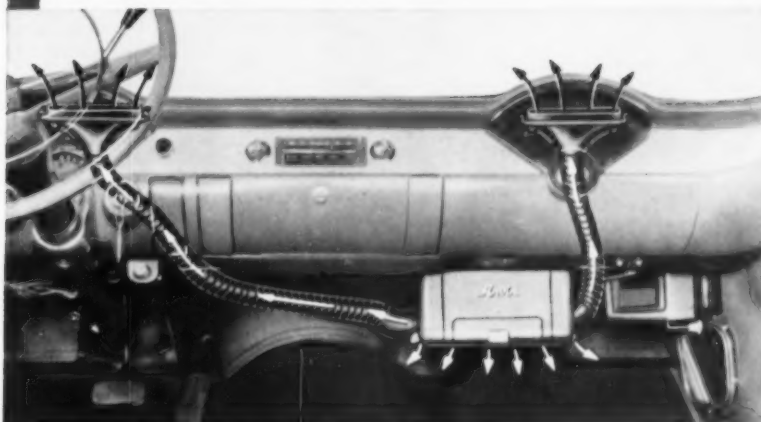
In 25 Yard Rolls

**MIDWEST GENERAL CORP.**

# Easier to sell! Easier to install! TWO GREAT NEW ARVIN Hot Water Car Heaters

IN BOTH 6 AND 12 VOLT SIZES

## Arvin Series "55"



Arvin "55-12" installed in 1955 Chevrolet passenger car.

**Pressure-forced heat and defrosting**

PRICED FAR  
LOWER THAN  
CAR-FACTORY  
HEATERS

List price only

**\$44.95**

Defroster —  
Fresh Air Kit,  
\$9.95 extra.

LIBERAL DEALER DISCOUNT



**AS A FRESH AIR HEATER**  
fits 1955 Chevrolet  
and Ford cars

Big heat volume, pressure-forced throughout the car by Arvin's high-speed impeller operating up to 3000 r.p.m. Arvin's larger core refills with hot water every 2 seconds at normal driving speeds. All the air in a 6-passenger sedan is circulated every 2 minutes. Faster, easier installation!



**AS A RECIRCULATING  
HEATER—fits 1955  
Plymouth, Chevrolet,  
Ford cars**

An extra-performance recirculating heater-defroster that insures complete satisfaction at a budget price. Very simple to install.

## Arvin Series "20"

**Universal Recirculating Heater-Defroster**  
—fits most new and old  
passenger cars and trucks

Top performance, unbeatable value, space-saving design! Fits small or odd-shaped spaces in cars and truck cabs. New core has 2400 square inches of radiating surface. Big 8-blade, 7-inch fan circulates all the air in average sedan or truck cab every 2 minutes.

**\$31.95**

Defroster extra  
Liberal dealer  
discount



**ARVIN—First In Car Heaters Since 1921**

See your Arvin distributor • ARVIN INDUSTRIES, INC., Columbus, Indiana

ic's time. They always give the line mechanic the benefit of the doubt. This is an internal problem that is no concern of the customer's. But, as far as Morgan is concerned, the customer must be happy.

Service salesmen are obliged to phone five names each day, asking for business. Names are picked at random from the telephone book. Regular customers are contacted by mail and by phone. They don't count as part of the five-a-day prospects called.

In this town of 50,000 it is pretty difficult to keep up with everybody. That is, they change jobs. Often when Morgan drops into a business place to solicit business, he comes face to face with an old customer. The old customer breaks the ice by announcing to the others that this is the guy who keeps him rolling. And, he will have something nice to say about the treatment he has received at Broncho Chevrolet.

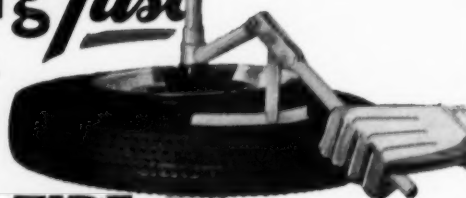
"There is no settling back, confident we have any certain man's



Chrysler Corp. has named Robert C. Somerville, formerly vice-president in charge of sales for its Dodge Division, as executive director of markets to execute plans for developing separate dealerships for its four divisions, divorcing Plymouth from the others. C. L. Jacobson, vice-president, announced. Somerville is a 40-year veteran of the industry, beginning his association with Chrysler in 1931.

# Lightning fast

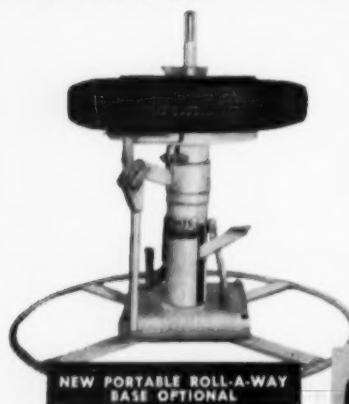
SERVICE with  
**NEW**



## TUBELESS TIRE BEAD LOOSENERS

Now STANDARD EQUIPMENT ON . . .

### COATS MODEL D-D (Double Duty) IRON TIREMAN



NEW PORTABLE ROLL-A-WAY  
BASE OPTIONAL

Now, tubeless tire servicing is simpler, quicker and easier. Like a hand in a velvet glove, Coats' new upper and lower bead looseners apply pressure over a wide area, unlocking the bead without touching the sealing edge or twisting the bead. Exclusive rollers gently roll tires off and on. Leading tire and oil companies tested and approved this new design for tubeless tires and safety rims. Remember, only Coats Iron Tireman has it!



TUBELESS TIRE  
MOUNTING BAND

Holds beads firmly seated while tire is being inflated. Fits all passenger car tires.

WRITE TODAY for free booklet on proper servicing of tubeless tires. Order enough for your salesmen, too.

Only \$119.50 Freight Paid

Works Easy On All Safety  
Rims Like Chrysler's

**JACK P. HENNESSY COMPANY, INC.**

SPECIALISTS IN TUBELESS TIRE SERVICE

12 Depot Square, Englewood, New Jersey • West Coast Division, Van Nuys, Calif.

**COATS COMPANY**

FORT DODGE, IOWA

PIONEERS IN TUBELESS TIRE SERVICE EQUIPMENT

business sewed up," Morgan concluded. "Every working day I'm in and out of business places and hotels and motels asking for service work. It's that continual contact with people that reminds them I am anxious for their business. And they know if I want it that much they'll receive all they pay for and that their business is sought for and appreciated."

### South Carolinians Buy Rock Hill Dealership

ERNEST Burwell and Clyde Burwell have purchased the Rock Hill, S. C., Chevrolet agency from the estate of the late Tom Huey.

Clyde Burwell, recently returned from duty as a colonel in the U. S. Air Force in Germany, is president and manager of the firm, which is to be called Burwell Motor Co., Inc. Ernest will continue to operate the Spartanburg Chevrolet agency which he has had for many years.

### S-D Day Will Be Dec. 1

Safe Driving Day, which last year brought a reduction in traffic deaths for the day, has been set for Dec. 1 by the president's committee for traffic safety. Kits and suggestions for making a success of S-D Day will soon be available to dealers in an effort to show that traffic accidents can be reduced.



# quick profits

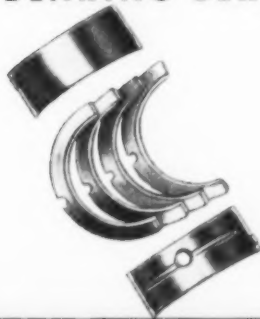


## with the rings you know!

You can bank your profits on a job you do with CHROME-CONTROL LEAK-PROOF Piston Rings the very day it's finished because the job won't be back. They seat quick, they give quick customer satisfaction—and that adds up to quick profits.

**McQUAY-NORRIS  
BEARING SERVICE**

McQuay-Norris Manufacturing Company, St. Louis 10, Mo.



**CHROME-CONTROL LEAK-PROOF PISTON RINGS WILL  
OUT-PERFORM ANY OTHER SET IN THE "HARD-TO-  
HOLD" JOBS REGARDLESS OF KIND, DESIGN OR PRICE.**

# Four Phony



**Fable No. 1**

**Anyone can tell when an oil seal  
is worn out**

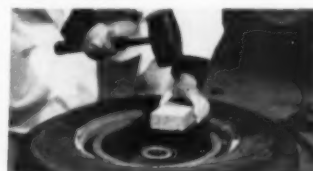
Sure. Anyone with an engineering degree and a laboratory full of test equipment. Truth is, even the best engineering tests only *approximate* the number of miles left in a used seal. If the outer case is .001" out of round, there'll be trouble. If the lip is worn .002", there'll be leaks. And how about cracks, nicks and scratches you can't see! Always be safe—install new seals!



**Fable No. 2**

**To install a new seal, pound into  
place with a hammer**

Quality seals are precision made for accurate fit, but this exact fit can be destroyed by even light blows from a hammer. Best bet is to use a small wood block, laid *flat* on the seal. Tap gently all around outside diameter of the seal with a rubber mallet. If seal is to be recess-seated, installation tool should be used. (Be sure seal is installed squarely; cocked seals leak.)



## **Commercial:**

The National Oil Seals you buy and install are exact replacement because National supplies original equipment seals for every U. S. make of car, truck, bus and tractor. Same quality, same fit, same seal!

## **Another Commercial:**

Ask your jobber about National Oil Seal Service Stocks. Two stocks, one for front wheels, one for front and rear wheels. For all late model popular cars, light trucks. Interchange, price data included.

# Fables

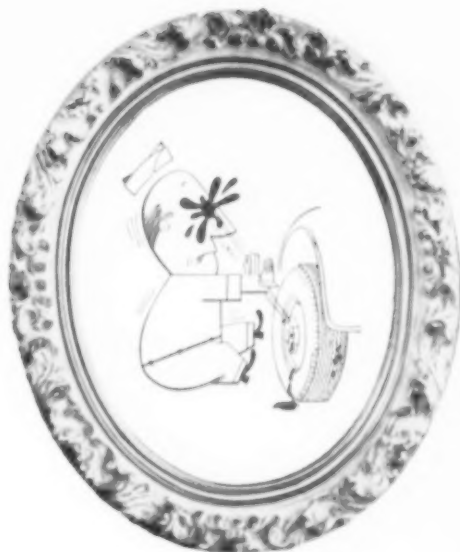
about oil seals



**Fable No. 3**

**It's O. K. to put back the old seal**

Never! Always throw the old seal away! Car and truck manufacturers, oil companies, bearing and brake lining manufacturers, automotive engineers and top mechanics all say: "Don't take chances. New seals cost pennies, will save bearings or brake linings, avoid expensive repairs, even accidents. Install new seals every time old ones are removed—and be sure!"



**Fable No. 4**

**Any oil seal that fits is right**

Wrong! Thousands of dollars and months of engineering go into seals provided for new vehicles. Then vehicle manufacturers spend more time and money road testing, to be sure perfect sealing is achieved. A hundred different seals may fit the bore. But only the right one—accurately engineered and quality made—will actually seal. Don't chance it; install perfect fit National Seals.



**NATIONAL MOTOR BEARING CO., INC.**

GENERAL OFFICES: REDWOOD CITY, CALIF.

PLANTS: REDWOOD CITY AND DOWNEY, CALIF.; VAN WERT, OHIO

**NATIONAL**

OIL & GREASE SEALS

O-RINGS

SHIMS





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- more information about NEW PRODUCTS on following pages
- copies of these new FREE CATALOGS AND BULLETINS

**101 WRITE FOR CURTIS LITERATURE ASSEMBLY KIT C-6**—Gives full information on Curtis Air Compressors, Curtis Car Washers and Curtis Auto Lifts. Curtis Pneumatic Machinery Division of Curtis Mfg. Co., 1938 Kienlen Avenue, St. Louis 20, Mo.

**102 MODEL NUMBER INTERCHANGE**—Handy reference sheet with complete listing of all passenger cars by model number interchangeably with model name. Saves look-up time by including car model data not found elsewhere. Useful as a supplement to every automotive parts catalog. Ken Mfg. Co., 2021 Wagawaw Rd., Fair Lawn, N.J.

**103 ARROW CATALOG NO. 55**—Describing complete line of generators, starter motors and armatures. Complete application data is included in this booklet for all passenger cars, tractor and farm implements, truck, bus and taxis as well as an entirely new section devoted to heavy equipment—compressors, cranes, hoists, lift trucks and other industrial applications. Equipment listings include data through 1955. Arrow Armatures Co., Dealer Service Department, P. O. Box 1428, Spartanburg, S.C.

**104 AUTOMOBILE CUSHIONS**—Full color catalog sheet and booklet on ventilated KOOL KOOSHION. Also an attractive folder introducing the new KING SIF Kool Kooshion. Designed for utmost driving comfort. Kool Kooshion Mfg. Co., Oklahoma City, Okla.

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**108 12 VOLT ELECTRICAL EQUIPMENT FOR PASSENGER CARS**—A 20 page book covering the description, care, maintenance, checks, and servicing of the latest type Delco-Remy 12-volt electrical equipment used on passenger cars. 44 illustrations covering the charging, cranking and ignition circuits, etc. Technical Literature Department, Delco-Remy Division, Anderson, Ind.

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**111 SELECTION GUIDE OF SPECIALIZED LUBRICATION TOOLS**—Set up in chart form covering 19 makes of cars and 8 specialized tools. Especially helpful to inexperienced operator, making it practically impossible to select the wrong gun or accessory for any given operation. Also has chassis drawing pointing out every part named. Form 38-808, Alemite Div., Ste-

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**112 MUSTANG ENGINES**—Complete catalog on MUSTANG precision-gear engines. Information on regular, plus-power, and high compression models. Information on the MUSTANG guarantee, and testing processes. Mustang Division of Builders, Inc., 100 International Rd., Garland, Texas.

**119 RAMCO SERVICE MANUAL**—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 3698 Forest Park Blvd., St. Louis 8, Mo.

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**121 OIL FILTER MANUAL**—Cartridge installation manual emphasizing easier services on late model cars with hard-to-reach filters. Illustrated instructions for cars thru '54, with cross reference chart. Wix Corporation, 1211 Ozark St., Gastonia, N.C.

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**257 RUBBER PRODUCTS** — A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Dean Mfg. Co., 1785 London Road, Cleveland 13, Ohio.

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**263 HAND TOOL CATALOG NO. 15M** — 64 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. The New Britain Machine Co., Box 1930 New Britain, Conn.

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**341 SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS** — Details and illustrations for checking level and changing fluid on Hydra-Matic, Dynaflo, Power Glide, Ultramatic, Chrysler Fluid Drive and Hudson-Walch Clutch. The Bell Co., Inc., 414 N. Welcott Ave., Chicago, Ill.

**358 G-E SAFETY LIGHTING SERVICE MANUAL** — Tells how to call automotive lighting service. How to aim headlamps. . . What lamps to stock. . . Fully illustrated and packed with plenty of "Know-how." Inquiry Bureau, Lamp Department, General Electric Co., Main Park, Cleveland 13, Ohio.

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**370 EMERALD MFG. CO.** — Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Oil, Marvel Oiler, Hi-Bow Motor Tune-Up Oil. Shows uses, prices, descriptions, dealer information. Emerald Mfg. Co., 243 W. 60th St., N. Y. 25, N. Y.

**383 TIME SAVING ELECTRIC IMPACT TOOLS** — Price list, complete details on electric Impact tools, sockets and accessories, and twelve multipurpose uses where Impact tools can save up to 90% of time required by hand methods. John K. Uhler, Ingersoll-Rand Co., Phillipsburg, N. J.

**387 HIGHWAY SAFETY EQUIPMENT** — A two color twelve page presentation of the entire Anthes line. Includes the new Anthes Mirrors and New Lites. All items are clearly described and plainly numbered with carton packing and shipping weight. Kalamazoo punched. Write for your supply. Anthes Force Oiler Co., Fort Madison, Iowa.

**389 "FACTS OF LIFE" — ENGINE LIFE** — 16 page booklet on common engine troubles and corrections, with emphasis on the non-mechanical tune-up. Illustrated throughout. Gives the complete story on oil additives, also selling tips and instructions for use. Castrol Division, Hastings Manufacturing Co., Hastings, Michigan.

**407 A B C'S OF SAFE PROFITABLE TIRE SERVICE** — A 24 page book just published by Bowes "Seal Fast" Corp. Complete with illustrations and how-to-do-it instructions. Outlines latest tube and casing repair techniques as well as reconditioning trade-in for profitable resale. Bowes "Seal Fast" Corp., 147 North Pine Street, Indianapolis 3, Indiana.

**416 TAIL PIPE REPAIR KIT** — A four page color catalog describing the Quaker heavy gauge, seamless tail pipe repair kit. Four sizes to fit all cars. Quaker Supreme Chemical Corp., 815 Whitman St., Montgomery, Alabama.

**420 SIOUX TOOLS** — Illustrated and descriptive condensed 16 page Catalog No. 108-D of SIOUX Portable Electric Tools for Automotive repair and maintenance. Albertson & Company, Inc., 8100 Lowell Ave., Sioux City, Iowa.

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## NEW PRODUCTS AND CATALOGS

### 600—Hose Exhaust

A hose exhaust system for removing fumes from shops, featuring molded "Y" fittings which handle extra leads from two exhaust pipes, has been announced by Durkee-Atwood Co., 215 N. E. 7th St., Minneapolis 13, Minn.

Made of neoprene compounds, the hose resists heat, cold, grease and



oils. Adaptors provide air-tight fittings over tailpipes from 1 1/4" to 3" diameter. The hose comes in standard lengths of 4', 6' and 8' in 2" inside dimension.

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### 601—Voltage Regulators

Nine voltage regulators for tractors, designed for easy installation and rugged use, have been announced by



P. Sorensen Manufacturing Co., 32 57th St., Woodside 77, N. Y. The line is reported to service 95% of all tractors.

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### 602—Brake Measurer

An instrument for measuring inside diameters of brake drums, outside diameters of brake shoes and width, length and thickness of linings has been developed by Johns-Manville, 22 E. 40th St., New York 16, N. Y.

The "Cali-Brake" can indicate out-of-round conditions and whether drums of popular sizes are beyond safe limits for re-machining. It de-

termines diameters of drums, shoes or blocks up to 36" for internal or external brakes. The scale for drum diameters 8"-12" is calibrated to show

over-sizes up to .060" for internal brakes.

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### 603—Brake Shoe Catalog

An easy-to-read contour ground lined brake shoe catalog, containing specifications on lined shoes for popular passenger cars and light trucks, has been issued by Raybestos Division, Raybestos-Manhattan, Inc., P. O. Box 1021, Bridgeport 2, Conn. Data on its shoe exchange program and its brake bleeder, fluid dispenser and service tool kit deals is included.

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#### 604—Brake Bleeder Wrench

A brake bleeder wrench, with deep offset to reach the recessed brake bleeder screw on recent-model Chrysler cars, has been introduced by Herbrand Division, The Bingham-Herbrand Corp., 1111 Stone St., Fremont, Ohio.

The wrench, which has openings of  $\frac{3}{8}$ " and  $\frac{7}{16}$ ", features six-point openings which hold tight on worn



or rounded screw heads where a 12-point wrench might slip, according to the manufacturer.

Want more info? Use coupon on page 102 and you will get it!

#### 605—Brake Chart

A four-page chart containing specification data on brake linings and lined brake shoes for popular passenger cars and light trucks has been issued by Raybestos Division, Raybestos-Manhattan, Inc., P. O. Box 1021, Bridgeport 2, Conn. The folder may be fastened to the wall to prevent misplacement.

Want more info? Use coupon on page 102 and you will get it!

#### 606—Powder Lubricant

A powder lubricant in a "squeeze" bottle, said not to soil hands or clothes, has been developed by Rear-don Products, 2109 S. Adams St., Peoria 2, Ill. The powder penetrates and lubricates most surfaces, the manufacturer said, and is freeze-proof at 40° F. below zero.

Want more info? Use coupon on page 102 and you will get it!

#### 607—Fan Belt, Hose Chart

A four-page 12" x 18" wall chart for fan belts, hoses and mats, including specification data for popular passenger cars and light trucks, has been issued by Raybestos Division, Raybestos-Manhattan, Inc., P. O. Box 1021, Bridgeport 2, Conn. A special section gives information on where to cut radiator hose.

Want more info? Use coupon on page 102 and you will get it!

#### 608—Mirror

A mirror assembly for installation on either side of trucks, with special brackets for use on 1955 GMC-Chevrolet cabs, featuring two telescoping arms to eliminate vibration, has been announced by K-D Lamp Co., 1910 Elm St., Cincinnati 10, Ohio.



The assembly is adjustable to fit cabs vertically 14 $\frac{3}{4}$ " to 19", horizontally from 8" to 9 $\frac{3}{4}$ ", with a 360° pivot of mirror head mounting tube and swivel mounting bolt in the head. It has a double strength replaceable glass mirror.

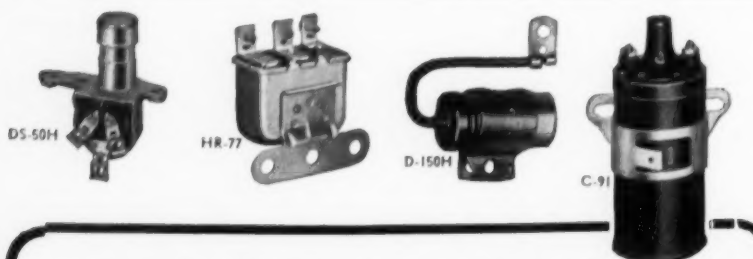
Want more info? Use coupon on page 102 and you will get it!

#### 609—Shaft Buffer

A flexible shaft buffer for preparing tires and tubes for repair patches, which may be attached to  $\frac{1}{4}$ " drills or small electric motors or polishers, has been announced by H. B. Egan Manufacturing Co., Muskogee, Okla.

Held at a right angle to the surface, the power does the work in a few minutes, thus eliminating tiring effort on the part of the repairman, the announcement said.

Want more info? Use coupon on page 102 and you will get it!



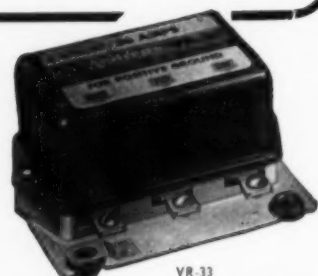
Here's the Ignition Parts Line  
**ENGINEERED**  
for the Ignition Specialist!

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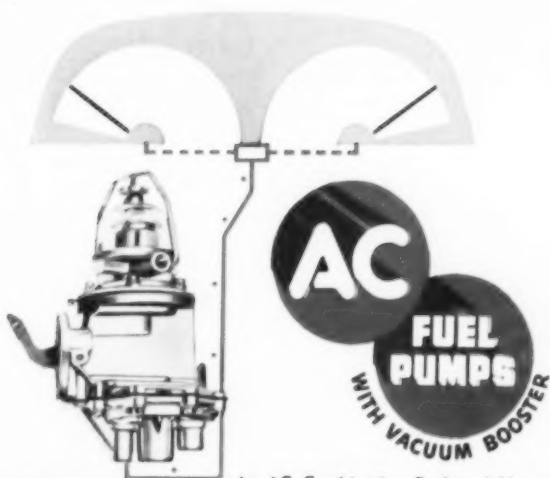
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turns  
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An AC Combination Fuel and Vacuum Pump boosts fuel to engines, boosts wiper action, and boosts sales for you!



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Vacuum power comes into its own during bad driving weather.

Motorists everywhere turn to Mr. Vacuum for help in keeping windshields clear of rain and snow. And that means extra sales for you. It means a "plus"—an extra benefit you can offer your service customers—because the AC Combination Fuel and Vacuum Booster Pump supplies extra power to keep wiper action steady and keep windshields clear.

Mr. Vacuum assures more vision for your customers, more profits for you!

**STANDARD FACTORY EQUIPMENT ON MORE NEW VEHICLES THAN ALL OTHER MAKES COMBINED!**

## 610—Muffler Catalog

A 16-page, three-color catalog containing applications for Hollywood-type mufflers and dual exhaust systems on cars has been issued by Merit Mufflers, 619 Smith St., Toledo, Ohio. Merchandising aids, many at no charge, are also described.

Want more info? Use coupon on page 102 and you will get it!

## 611—Seat Cover Cleaner

Seat cover cleaner and conditioner for leather and plastic, said to reduce the possibility of moisture penetrating to the upholstery and forming mildew, has been announced by Cecil

H. Jarrett Co., Inc., Box 69, Newton, N. C.

"Plasto" is applied to a dry or slightly damp cloth and rubbed gently over the cover.

Want more info? Use coupon on page 102 and you will get it!

## 612—Clear Plug Wire

A crystal-clear "polysil" insulated spark plug wire, which is resistant to oil, grease, alkali, moisture and flame, has been announced by Belden Manufacturing Co., 4647 W. Van Buren, Chicago 44, Ill. The conductor is tinned copper-coated steel that is said to reduce capacitance and increase performance.

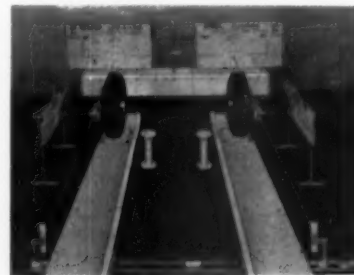
It is designed to add "sparkle" to dressed-up motors used by "hot rodders" and cars used as demonstrators or showroom models by dealers.

Want more info? Use coupon on page 102 and you will get it!

## 613—Wheel Aligner

A wheel aligner featuring six light beams to record readings has been announced by Hunter Engineering Co., Hunter Ave. and Ladue Rd., St. Louis 24, Mo.

The "Lite-A-Line" has a runout compensator on its projector which



takes about five minutes to check caster, camber, turning radius, king-pin inclination, wheel track, toe and center steering, according to the manufacturer. It requires only two turns of the front wheels for all readings and is offered in 12 groups for use on the floor, with a rack, frame-lift, drive-on lift or pit.

Want more info? Use coupon on page 102 and you will get it!

## 614—Voltage Tester

A voltage regulator tester for six- and 12-volt systems, featuring separate scales for each of three voltage ranges, a selector dial for voltage and a built-in resistance unit, has been announced by C. E. Niehoff & Co., 4925 W. Lawrence Ave., Chicago 39, Ill.

A rear compartment holds a trouble-shooting manual and shielded



leads. A portable, lightweight aluminum model is available for cars with little or no fender space. A "caddy tray" holds extra tools.

Want more info? Use coupon on page 102 and you will get it!  
(More New Products on page 110)



No. AR-3

## New Anthes BLAZER 3-Inch Aluminum Reflector

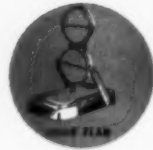
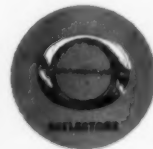
The aluminum frame for this unit is formed in one piece. This unique production feature permits Anthes to price this item very low. A new high standard of quality at lower price is also achieved in the Lucite lens (now made in the Anthes plant). The Blazer is a light weight, non-rusting — low priced — approved reflector that merits your immediate consideration. Now packed 25 to the carton, compact to store — convenient to use. Write for prices and sample order.

ANTHES FORCE OILER CO., FT. MADISON, IOWA

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THE FIRST LINE OF SAFETY

... and proud to serve the safest  
drivers on the road!



When you're  
trying to  
find  
the  
trouble...



Get this useful BCA Trouble Shooter's Guide. Ask your BCA—Federal-Mogul jobber for a copy. Or write us. It's free.

## CHECK THE BEARINGS, TOO

Weird howl in the rear end? Strange knocks and clicks? Frequently, you'll find a worn or loose differential bearing is to blame.

This new Trouble Shooter's Guide helps trace many hard-to-locate differential, wheel, generator, transmission, and clutch troubles to worn or defective bearings. Helps you win and hold customers.

### THE RIGHT AUTOMOTIVE REPLACEMENT BEARINGS ARE EASIER TO INSTALL

BCA ball bearings are designed for automotive replacement service. They're not nearly right—they're exactly right. And your BCA—Federal-Mogul jobber knows automotive bearings—knows your problems—speaks your language.



Product

Federal-Mogul Service  
(Division of Federal-Mogul Corporation)  
DETROIT 13, MICHIGAN

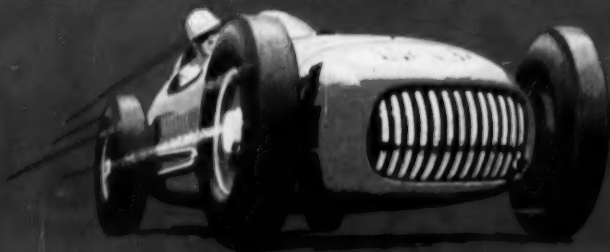


# Here's a real Profit-Making MONROE'S

# TUNE UP



Shock sales can double the profits of your hoist. Every time you have a customer's car on the hoist, be sure to check the shocks. An oil-stained shock is a worn, inefficient shock that should be replaced.



**3-YEAR WINNER OF "500"**—Monro-Matic Shock Absorbers dramatically prove their stamina, their endurance, and their ability to give increased safety and control under the most trying conditions. Winner of first place for three years straight at Indianapolis, Monro-Matic-equipped cars took first, second and third places in this year's "500."

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MOTOR  
TREND  
POPULAR  
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**NATIONAL ADVERTISING**—Monroe supplements your own selling efforts by building name recognition and product acceptance of Monro-Matic Shock Absorbers with a hard-hitting national advertising campaign, and furnishing radio commercials and newspaper mats for local use.



Opportunity for you...

# THE RIDE CAMPAIGN

Start today—Cash in on public demand  
for smoother, safer rides...

## INSTALL MONRO-MATIC SHOCK ABSORBERS

More and more, car owners everywhere are demanding smoother, safer riding. Monroe dealers can now cash in on this demand with Monroe's TUNE UP THE RIDE Campaign.

At least two out of every five cars on the road today need shock absorbers replaced. You make up

to Fifteen Dollars profit when you replace worn shocks with a set of Monro-Matics—and you build customer goodwill too.

So, start today to ring up those big, easy profits. See your jobber, or write us for full details on Monroe's TUNE UP THE RIDE Campaign.

### 30-DAY FREE RIDE PLAN

Get the facts on the industry's most sensational sales-producing plan. Dealers report sales and profits upped as much as 500% by the Monroe 30-day Free Ride Plan.

FREE!

You are invited to a FREE showing of "Behind the Scenes at Indianapolis." Ask your jobber for date of showing.



**SALES HELPS**—Monroe gives you Point of Purchase assistance—right in your own place of business—with an attention-getting assortment of sales helps. Included are display cartons, ride tune-up kit, window and wall posters, wheel cards, mailing cards. A fleet of salesmen's cars—travelling billboards—carry the Monro-Matic message to millions of car owners on the nation's highways.

## MONROE AUTO EQUIPMENT COMPANY

MONROE, MICHIGAN

World's Largest Maker of  
Ride Control Products

## More New Products

(Continued from page 106)

### 615—Hose and Couplings

Pressure hoses and reusable couplings for use in heavy-duty applications for farm machinery and implements, earth- and snow-moving equipment, diesel engines, hydraulic dump trucks, truck and bus fleets, etc., have been announced by The Imperial Brass Manufacturing Co., 1200 W. Harrison St., Chicago 7, Ill.

Included in the line are single and

double wire braids with rubber-covered hose and single wire braid with cotton-covered hose. A simplified identification system reportedly makes use of hose and couplings exceptionally easy.

Want more info? Use coupon on page 102 and you will get it!

### 616—Hose Cart, Reel

A hose cart and reel, which accommodates over 100' of garden hose and eliminates the necessity of disconnecting the hose when it is wound or unwound, has been announced by Benjamin Reel Products, Inc., 10700 Broadway, Cleveland 25, Ohio.

The device is useful to prevent

tripping over the hose and for cleaning, sprinkling and car washing.

Want more info? Use coupon on page 102 and you will get it!

### 617—Heating System

A combustion-type heating system, designed to provide substantially instantaneous heat at the demand of the occupants, has been introduced by Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14, Ill.

The heater is intended for installation by the car manufacturer as an



accessory interchangeable with the hot-water system and consists essentially of a cylindrical stainless steel heat exchanger, a nozzle-type atomizing burner and a motor-driven pump and blower assembly to furnish fuel and combustion air to the burner. The system also includes a heater case, an ignition unit and a thermostat.

In cold chamber tests the system, which employs principles used in heating equipment for aircraft requirements, has cleared  $\frac{1}{2}$ " ice coating from a windshield in less than three minutes with outside temperature of 30° below zero F.

The heat exchanger is about 5 $\frac{3}{4}$ " in diameter and 9" long. Over-all length, including fuel valve, is 13 $\frac{3}{4}$ ".

Want more info? Use coupon on page 102 and you will get it!

### 618—Hi-Fi Record Player

A "Highway Hi-Fi" record player, which reproduces recordings through the car radio system, is available for 1956 Plymouth, Dodge, DeSoto, Chrysler and Imperial cars from Chrysler Corp., 341 Massachusetts Ave., Detroit 31, Mich.

Developed by CBS-Laboratories, the player uses special 7" transcriptions which provide up to 45 minutes of music and up to one hour of speech per side.

Want more info? Use coupon on page 102 and you will get it!



# Safe...at Lower Cost

## DIETZ

### NEW REFLEX REFLECTOR FLARE KIT

- Economical
- Lightweight
- Compact
- Lucite Lenses
- Practical
- Flexible Staffs

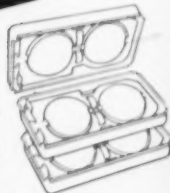
- Approved by Electrical Testing Laboratories

#### No. 324-F REFLECTOR FLARE KIT

- 3 Reflex Reflector Flare Panels
- 3 Red Enameled Metal Bases
- 2 Red Danger Flags (12" x 12")
- 2 Flexible Metal Flag Staffs
- 1 Red Enameled Mounting Bracket

#### No. 324 REFLECTOR FLARE KIT

- 3 Reflex Reflector Flare Panels
- 3 Red Enameled Metal Bases
- 1 Red Enameled Mounting Bracket





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 on a paint job

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*the automotive enamel  
 that air dries  
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**45 MINUTES**

*...for two-toning new cars  
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THE ARCO COMPANY, Dept. 103  
 7301 Bessemer Avenue  
 Cleveland 27, Ohio

Gentlemen: Please send me complete information on Arco 45.

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Company

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City  Zone  State

## 619—Tire

A passenger-car tire, reported to maintain traction and skid resistance even when two-thirds worn, made in either tubeless or conventional models with either nylon or rayon construction, has been introduced by United States Rubber Co., Rockefeller Center, New York 20, N. Y.

The tread design features seven ribs proportioned so each one carries its share of the load. The center rib is widest with two narrow outside ribs that "give" with very little squeak on turns. Safety slots go almost to the full depth of the tread.

Want more info? Use coupon on page 102 and you will get it!

## 620—Signs

Adhesive banners and numerals of trade names, slogans, prices and terms, reported not to crack, chip or peel and to be weather-proof and washable, have been announced by Sta-Put Signs Corp., 298 Fifth Ave., New York 1, N. Y.

The signs are silk-screened on self-adhering, flexible plastic which sticks to clean glass surfaces without paste, glue, pins or tape, according to the manufacturer.

They are washable and are available in white lettering on red or blue plastic.

Want more info? Use coupon on page 102 and you will get it!

## 621—Wheel Weights

A 3¼-oz. and a 3¾-oz. special thin wheel weight have been added to the line of Snugl Wheel Weight Manu-



facturing Co., 824 E. Elm St., Kokomo, Ind. A four-page catalog describing its complete line is available.

Want more info? Use coupon on page 102 and you will get it!

## 622—Simulated Chamois

A simulated chamois, said to be lint-free, completely washable, to leave no animal odor and not to deteriorate if left damp, has been developed by Gale Hall Engineering, Inc., North Hampton, N. H. It is constructed of a non-woven fabric that is treated for maximum strength and durability.

Want more info? Use coupon on page 102 and you will get it!

## 623—Greasing System

A central greasing system for 1955 Ford and Chevrolet passenger cars, which relocates the grease fittings into one group for quick access without lifting the car, has been developed by Forster Brothers Manufacturing Co., 92 E. Lanark Ave., Lanark, Ill.

Claimed to save servicemen 90% of the time over the regular way, the system requires no special tools for installation. Regular power grease or hand lever guns are employed. Grit and dust are kept out of grease ducts.

Want more info? Use coupon on page 102 and you will get it!

## 624—Car Starter

A starter for stalled six- and 12-volt battery cars or trucks, featuring no switches to operate or complicated hook-ups, has been announced by Associated Equipment Corp., 5170 San Francisco Ave., St. Louis, 15, Mo.

Battery clamps are fastened to the terminals of the dead battery, the serviceman steps on the starter in the stalled car and presses the fingertip remote control button. When the clamps are disconnected, the driver is on his way. Catalog pages are available.

Want more info? Use coupon on page 102 and you will get it!

only **HELLER** makes the  
**VIXEN**

THE ORIGINAL AND STILL THE BEST  
MILLED CURVED-TOOTH FILE

HELLER VIXEN  
MILLED CURVED TOOTH FILE

tooth that bites

**VIXEN HALF ROUND SHELL FILES**, designed for use on concave surfaces, with teeth on the convex side only. Wooden holder or steel back available.

**VIXEN WHIZCUT**, with long serpentine grooves, eliminates clogging, gives smooth finish without chattering or skidding.

**VIXEN FLEXIBLE FILES**, for all auto body and sheet metal work, used with holder. Teeth both sides for filing flat, outward or inward, giving smooth, scratch-free finish.



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A Subsidiary of Simonds Saw and Steel Co.

Newcomerstown, Ohio—Branch Offices in New York, Detroit, Chicago, Los Angeles

FILES  
HANDS  
BUILT TOOLS



### 625—Spark Plug Catalog

An 8½" x 11" indexed catalog listing spark plugs for marine engines, motorcycles and miscellaneous equipment has been issued by Blue Crown Spark Plug Corp., Defiance, Ohio. Included are specifications and gap numbers for plugs for inboard and outboard motors, motorcycles, scooters, stationary engines, garden tractors, excavators, graders, industrial trucks, railroad equipment, hoists, shovels, pumps and air compressors.

Want more info? Use coupon on page 102 and you will get it!

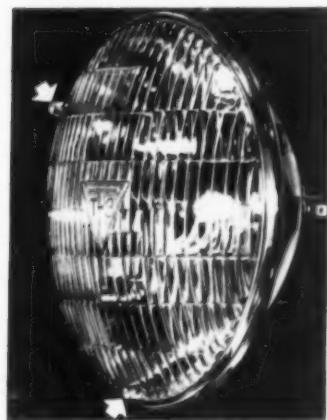
### 626—Paint Tool Catalog

A 28-page spray paint equipment catalog, including its line of guns, booths and accessories, has been issued by M & E Manufacturing Co., 2571 Winthrop Ave., Indianapolis 5, Ind. Featured is its infra-red drying oven, of which portable units are available for spot drying.

Want more info? Use coupon on page 102 and you will get it!

### 627—"Aimed" Headlamp

Headlamps with built-in "safety aims," which can be installed and aimed correctly in about eight minutes in broad daylight in a space only as large as the car, the manufacturer said, have been announced by Guide Lamp Division, General Motors Corp., 1637 W. 25th, Anderson, Ind.



The lamps feature three glass knobs (note arrows) called "guide points" which are cast into the lamp's face or lens. A plane laid across these three calibrated points forms a surface at right angles to the axis of the light beam.

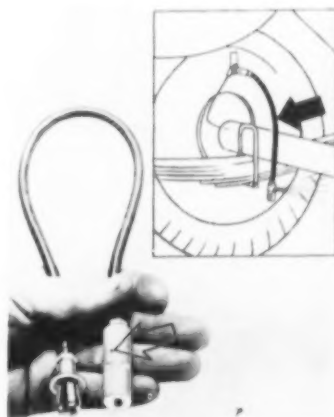
Only a screwdriver and a level space large enough for the car are needed for installation. The room does not have to be darkened.

The lamp is reported to provide up to 80' more seeing distance on the lower beam than the old sealed beam type. There is said to be more lower beam light on the right to show up objects along the side of the road. A filament cap has been added to reduce glare and increase visibility in rain, snow and fog.

Want more info? Use coupon on page 102 and you will get it!

### 628—Brake Bleeding Tool

An automatic brake bleeding tool, said to enable one man to bleed brakes in less than two minutes, has been introduced by North Central Manufacturing Co., 3451 N. Central Ave., Chicago 34, Ill.



The device consists of a standard bleeder hose, 13 7/8" long, made of grease and gasoline-resistant neoprene rubber, a two-way check valve and a claw-like fitting to be used only on Nash, Studebaker, Buick and Chrysler cars equipped with zerk-type bleeder screws.

Want more info? Use coupon on page 102 and you will get it!

### 629—Tailpipe Extension

Three tailpipe extensions, for giving a rear deck a smarter appearance and preventing bumper smudge, have been introduced by Merit Mufflers, 619 Smith St., Toledo, Ohio.

The line now includes the Hornet for 1½" to 2" round tailpipes; the Aristocrat and the Firefly, said to fit all cars; the Ambassador, up to 2¼"; the Diplomat, up to 2½", and the Cornet for 1945-54 Chevrolet tailpipes with flattened ends.

Want more info? Use coupon on page 102 and you will get it!

### 630—Reflector

A 3" plastic reflector, with candle-power readings said to exceed all state and ICC requirements, has been announced by Anthes Force Oiler Co., 20th St. and Ave. M, Fort Madison, Iowa.

The "Blazer," which is lightweight and non-rusting, has the lens encased in an aluminum frame made in one piece.

Want more info? Use coupon on page 102 and you will get it!

### 631—Paint

A line of 12 1956 Ford colors, from Fiesta Red to Nocturne Blue, has been placed on the market by Zac-Lac Paint & Lacquer Corp., 350 Simpson St., N. W., Atlanta, Ga. The matched colors are said to provide a method of taking advantage of the style-toning and repaint market.

Want more info? Use coupon on page 102 and you will get it!

### 632—Battery Charger

A six- and 12-volt battery charger, which has an extra 9' "reach" and eight charge rates for each voltage system, has been announced by Sun Electric Corp., Harlem & Avondale Ave., Chicago 31, Ill.

The charger features a "golf cart" type handle, 8" ball bearing wheels and a convertible top for weather protection. It produces sufficient power to crank and start an engine without a battery, but all circuits and components are protected against overload by thermal circuit breakers, the announcement said.

Want more info? Use coupon on page 102 and you will get it!

### 633—Ball Protector

A ball protector for late-model Chevrolet cars and pick-up trucks (through 1954) and for GMC pickups, which prevents intrusion of dirt into the ball housing coupling and transmission, has been introduced by Davis Ball Boot Co., 2301 Yale St., Houston, Texas.

The "Ball Boot" has positive seals at the front and rear ends to exclude dirt from the joints and prevent loss of lubricant. A built-in rear collar on the ball housing locks it in position.

Want more info? Use coupon on page 102 and you will get it!

### 634—Tester, Tool Stand

A utility stand for holding testers, batteries, battery service containers, tool boxes, portable chargers, timing lights, hand gauges, small parts or hand tools has been announced by R. K. Products Co., P. O. Box 417, Glendale 6, Calif.



The structure will handle several times the weight normally required, the announcement said.

Want more info? Use coupon on page 102 and you will get it!

### 635—Battery Cables

Aluminum battery cables, featuring neoprene jackets, straight die cast terminals and aluminum lugs protected by rubber sleeves, have been announced by P. Sorensen Manufacturing Co., 32 57th St., Woodside 77, N. Y.

Want more info? Use coupon on page 102 and you will get it!

# Kentucky Lumber Dealer "Amazed" At Situation Facing Car Dealers

By **DON CAMPBELL**

Executive Vice-President, Kentucky Retail Lumber Dealers Association  
Lebanon, Ky.

**L**AST week I had the privilege of addressing the annual meeting of the Kentucky Automobile Dealers Assn. I was assigned the subject, "Retailing at a Profit," a \$64,000 problem in any industry.

Had it been given me at the time of the invitation, I surely would have declined, but once committed, there was nothing to do but dig in and find out something about the automobile business and

Don Campbell said he was "amazed" at the problems of the average car dealer. Here you get an appraisal by an "outsider," but a man who has long been prominent in the lumber industry. He was a lumber dealer for many years and is a past president of his state association and of the National Retail Lumber Dealers Association. Reprinted here are his comments in his "Business News" sent out to members of his state association last month.



ALL YEAR ROUND MIX  
**25% MARVEL MYSTERY OIL**  
WITH AUTOMATIC TRANSMISSION  
OILS. IN **HOT WEATHER**  
PREVENTS GUM FORMATION,  
AND PROLONGS LIFE OF  
BANDS. IN **COLD WEATHER**,  
PREVENTS CREEPAGE.

**4 OZ. OF MARVEL  
MYSTERY OIL IN  
EVERY 10 GALS. OF  
GAS PROVIDES UPPER  
CYLINDER LUBRICATION.**  
KEEPS EXHAUST VALVES  
**FREE OF CARBON**  
... PREVENTS STICKING.

**1 QUART OF MARVEL MYSTERY OIL**  
WITH CRANKCASE OIL PREVENTS  
RUSTING AND EROSION OF ALL METAL  
AND WORKING PARTS. KEEPS HYDRAULIC  
VALVE LIFTERS WORKING PROPERLY.

MARVEL MYSTERY OIL does the job on any car, bus or truck engine. It makes old engines sound better, and makes new engines run smoother. Put your silent mechanic MARVEL MYSTERY OIL to work. Pick up extra profits on the sale of gas, crank case or transmission oil by recommending and using MARVEL MYSTERY OIL for better engine performance . . . It's the only lubricant of its kind!

**EMEROL MANUFACTURING CO., INC.**  
Dept. 170, 242 West 69th Street, New York 23, N. Y.



its problems. I was amazed at what I found.

Their industry, like housing, is booming. But unlike the lumber dealer, the automobile dealer is the victim, not the beneficiary, of the record business enjoyed by his industry. His average profit last year was .6 of 1% compared with your 5½%. Over 5,000 franchised auto dealers passed out of the picture in the past 20 months and one out of every five of those remaining operated in '54 at a loss.

The auto manufacturer is engaged in a mad production race, forcing cars on the dealer without regard to the potential market. These cars are cash on delivery so the dealer must move them at some price in order to salvage at least part of his investment.

Profitless prosperity is an apt description of their position and the desperation in their sales pitches is evident in every newspaper you read. No down payments, 48 months to pay, two cars for the price of one, all-expense trips to distant points, big discounts and lavish trade-in allowances are the rules rather than the exceptions.

The used-car lot is selling all makes of new cars at substantial discounts, but then these lots are the result of over-supply and, in many cases, the cars have been acquired from the retail dealer up the street who could not dispose of the quantity that had been forced on him by his supplier.

It is a messy situation peculiar only to this industry and is accepted because it is of long standing and because, in this industry, the dealer is a captive of the manufacturer. He has lost his own identity in building his business on the altar of the brand name of the car he sells. Since his contract is cancellable, he is afraid to fight

# WHAT A MARKET!



**ONE ROCHESTER  
CARBURETOR FITS  
OVER 10,000,000  
CHEVROLETS  
NOW ON THE  
HIGHWAYS!**

Meet a good mixer! It's a Rochester—the perfect carburetor replacement for 1932-1952 Chevrolets! You can't top a sales and service potential like this! Over 10,000,000 Chevrolet owners can rely on *one* precision-engineered unit for just the right fueling job! Rochester Carburetors are dependable and durable, rugged and responsive—engineered to fuel the finest automobiles on the road today! That's why you'll find there's such a wide market for Rochester. It's smart to stock Rochester Carburetors every time!



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ROCHESTER  
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GENERAL MOTORS  
CORPORATION  
ROCHESTER, N.Y.



the manufacturer even though he knows that to continue accepting merchandise in quantities beyond his ability to sell at a profit is a sure road to disaster. The manufacturer creates this fear in his mind and makes the dealer his agent without his being legally responsible for him.

As a retail dealer, I do not give a tinker's damn whether the merchandise I sell is in first, second, third, or fourth place production-wise. This rating is not based on merit but simply on production

capacity.

As a consequence, in order to produce without regard to need, the manufacturer and the dealer overlook the very known fact that continued acceptance of any product, whether it is lumber or automobiles, roofing or tires, paint or batteries, is based on the service that is given to the consumer at the point of sale and *only the retailer can do this*. Therefore he must remain strong financially and must have the incentive profitwise to perform these serv-



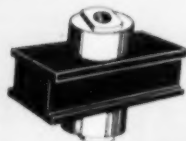
Chrysler Division of Chrysler Corp. has named Jack W. Gleeson as Kansas City, Mo., regional manager to replace Fred K. Dell, who has been made Los Angeles, Calif., regional manager, E. M. Braden, general sales manager, announced. Gleeson has been on special assignment on the staff of Clare Briggs, vice-president in charge of sales.



**TAKE 2 MINUTES  
TO CHECK  
MOTOR MOUNTS**

**REPLACE WITH  
ARMOR-FLEX**

Sure the motor will hum perfectly when you finish that Fall tune-up. But if you neglected to replace a faulty motor mount, all your good work is wasted—as the customer gets a “rough” ride on the road. Better take 2 minutes to make sure your job is completely satisfactory. Check motor mounts!



**Doan** MANUFACTURING CORP.  
1761 LONDON ROAD • CLEVELAND 12, OHIO

ices for his company's customers.

There is only one answer to such a problem and that is intelligent management, aggressive selling and fair dealing with the public. This creates confidence in the buyer and fortifies the dealer against price competition, misleading sales techniques and factory domination.

Free enterprise in business is not exemplified in the automobile industry. You, Mr. Lumber Dealer, are the master, not the servant, of your supplier. You will retain that position just so long as you are worthy of it.

No, the grass is not always greener on the other side of the fence.

#### **Dallasite Giles Starts 41st Year with Ford**

**J.** F. GILES, Dallas, Texas, district manager for the Lincoln-Mercury Division of Ford Motor Co., began his 41st year of employment with Ford on Sept. 4.

A native of Dallas, Giles began work when he was 20 years old on the freight car unloading dock of Ford's first assembly plant at Canton and Williams. He has since come up through the ranks of manufacturing and sales.

When the Lincoln-Mercury Division was established in 1946, he was appointed district sales manager in the territory which is expected to do a volume of over \$40,000,000 this year.



THERE'S

POWER-  
MAGIC

IN

MORE  
START  
MORE  
GO

MORE  
STAYING POWER

*puts more Gould Batteries in today's cars —  
and keeps them there!*

There's magic in the new Gould 120 ampere hour Deepwell battery. Magic that makes customers look a second time at its trim sturdy design. Magic that is felt the instant the starter roars into action. And magic that gives mile after mile of carefree driving with a minimum of service.

Gould Batteries just don't come back with aches and pains that demand charging or replacement. Once sold Gould Power-Magic makes another friend for you.

**GOULD-NATIONAL**

SAINT PAUL 1, MINNESOTA

*Batteries, Inc.*

AS  
ADVERTISED IN  
The Saturday Evening  
**POST**

Mr. Repairman,

# Don't make killers



You can depend upon **WAGNER QUALITY** because Wagner Products are used as original equipment by manufacturers of cars, trucks, buses, and trailers.

**Wagner**

*...the best known  
name in brake service*

# of your customers!

**SAFE BRAKES SAVE LIVES**

..... for Safety's Sake...use genuine  
**WAGNER® LOCKHEED  
BRAKE FLUID**

There's none finer... None safer... The leader for 30 years...  
Properly balanced chemically... surpasses S. A. E. specifications

If you undermine a brake system with off-brand, sub-standard fluid, you endanger the life of your customer and his loved ones... You make his vehicle a death threat to innocent motorists and pedestrians... and make him a possible killer.

Be safe... Be sure... Standardize on Wagner Lockheed... America's No. 1 brand of brake fluid. Compounded of finest ingredients and chemically balanced to function perfectly in all seasons and under all driving conditions, it amply lubricates the system... mixes with all approved fluids... does not evaporate rapidly. It protects the brake system against deadly vapor locks, freeze-ups, gummy residue deposits, swelling of rubber parts, and rusting or corroding of metal parts.

Only two Wagner fluids are required to cover all service needs. 21 for passenger cars operating under moderate conditions. 21-B Heavy Duty for trucks, buses and passenger cars where a heavy-duty type fluid is recommended. Available in 12 oz., quart, gallon, 5-gallon, 30-gallon, and 54-gallon containers. You can get Wagner Lockheed Brake Fluid as well as Wagner CoMaX Brake Lining and Wagner Lockheed Hydraulic Brake Parts from one convenient, reliable source—your nearest Wagner Jobber. See him today!

**BOOST YOUR PROFITS BY BECOMING A  
WAGNER FRANCHISED DEALER**



**Wagner Electric Corporation**  
6362 PLYMOUTH AVE., ST. LOUIS 14, MO., U.S.A.  
(Branches in principal cities in U. S. and in Canada)

Fill out and mail coupon for full facts on this profitable program that's sweeping the country. No obligation.

NAME \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## NADA Asks Factories to Assist In Ending Fantastic Car Sale Ads

**M**ISLEADING and deceptive advertising of new cars was attacked last month by the executive committee of the National Automobile Dealers Association.

Calling such advertising practices "one of the most serious problems facing modern business," the committee drafted an immediate

program designed "to clear up some of the confusion and to protect the public from false and misleading statements in advertising."

NADA President Frank H. Yarnall of Chicago appointed a special committee on "advertising ethics" and charged this committee to take immediate steps to get

the problems solved. The committee appointed includes Birkett L. Williams, Cleveland, chairman; Edward A. Sahli, Beaver Falls, Pa., vice-chairman; Brown A. Fortier, Lafayette, La.; William Frame, Mineola, N. Y.; A. Leftwich Sinclair, Jr., Washington, D. C.; A. E. White and Walt Hamer, Columbus, Ohio.

The committee also instructed Yarnall to send the following telegram to the presidents of each automobile manufacturer:

"The executive committee of the National Automobile Dealers Association, meeting in Washington, has given serious and lengthy consideration to the subject of new-car advertising.

"The committee, reflecting the views of more than 30,000 franchised new car and truck dealers, views with great concern the prevalence of advertising that is misleading, unethical and in some instances false. Such practices are not in the public interest.

"Furthermore, NADA is of the opinion that it is most unfortunate when the fine products manufactured by you and sold by our members are presented to the public through advertising—by newspapers, radio and television—that misleads and confuses our customers and creates the impression that new cars are actually distress merchandise. I have today appointed a special committee on advertising ethics to work with Better Business Bureaus and other interested groups to develop a program designed to eliminate misleading statements and unethical procedures in new-car advertising in all media.

"We urge your cooperation in this regard."

The committee also instructed that a telegram be sent to the full NADA board of directors asking that they institute action on the problem through their state dealer associations. The directors and state associations were requested to furnish NADA with copies of all advertisements which were unethical, misleading or false. The request asked for both newspaper and radio-TV announcements.

A portable gas lantern has been invented that operates on a disposable steel cylinder of propane gas and will burn for nine hours on one cylinder. It's supposed to be especially good for night fishermen.

## STILL GROWING *in popularity and demand*

• FOR AUTO  
FLOOR AND RUG  
PROTECTION

• FOR ENTRANCE  
MATS AND FLOOR  
SAVERS IN  
THE HOME

• FOR FACTORY  
AND SHOP  
STANDING JOBS

• HUNDREDS OF  
OTHER USES



Order mats  
and merchandiser  
display stand for  
extra profits.

Monkey Grip Feather Flex rubber mats are manufactured in two designs and eight, beautiful colors. High quality in material, design and workmanship is a big sales advantage for YOU! Write for sales literature and other information.

*Feather Flex*

**AUTO & ALL PURPOSE  
RUBBER MATS**

**MONKEY GRIP SALES CO.**

P. O. BOX 6170  
DALLAS, TEXAS





**new  
engine  
performance**

**at a price your customers will pay!**

Now—with Pedrick Formflex Chrome Ring Sets—you can do "ring jobs" that will restore satisfactory engine performance, even in badly-worn engines, with a minimum of labor and parts.

The secret is the exclusive "Equalizer" that provides soft but positive and uniform pressure *all around the cylinder wall* for a positive seal. Pedrick Formflex Chrome Ring Sets deliver other extras—increased oil drainage . . . chrome plating on the oil-ring rails . . . chrome-plated top compression ring . . . easy, all-purpose installation. The result is the kind of a ring job you can guarantee to outperform and outlast in any engine.

So, ask your Pedrick jobber today about Pedrick's new "Ring Job" program . . . how it can bring satisfactory engine performance to your customers *at a price they will pay* . . . how it can bring extra business and profits to you!

DEPEND ON

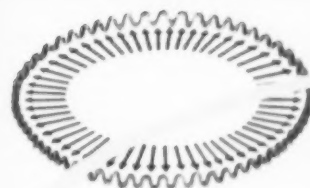


**Pedrick**

FOR THE RIGHT RING JOB  
At A Price Your Customers Will Pay!

WILKENING MANUFACTURING CO., Philadelphia 42

IN CANADA: Wilkening Manufacturing Co. (Canada), Ltd., Toronto



EQUAL PRESSURE EVERYWHERE



MEANS A PERFECT SEAL!





## TIME SAVERS

### Devising a Brush to Clean Cap Terminal, Coil Tower

**C**LEANING the insides of coil towers and distributor cap terminals calls for a small, round wire brush, but so far as I know there is none on the market. A good tool for the purpose can be easily made from a discarded emergency brake cable such as used on Fords.

It is only necessary to cut off the rear end of the cable as shown in the sketch. Enough of the threaded end is left for a handle and enough of the cable strands to unravel for

a brush. When the brush end becomes worn, it's easy to unravel some more strands. — *Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.*

### To Make a Gear Puller For Farm Machinery

**I**N REPAIRING farm machinery, we sometimes run into jobs where the conventional gear puller is not as workable as one we've devised from a hydraulic jack and a piece of pipe.

For example, in removing the

gear, we put a short piece of chain through the spokes and around the back of the sprocket hub, then set the head of the jack squarely against the end of the shaft.

A few strokes of the jack handle pulls the gear easily and without damage.—*Stanley Clark, Stanley Clark Service, Box 222, East Bradenton, Florida.*

### Inspect Clutch Disk Hub For Misalignment Sign

**W**HERE the splines on the main drive gear shaft are in good condition, a check of the clutch disk hub will yield more information when checking for misalignment.



*the World's Finest*

# Snugl

**Wheel Balancing Weights**




**"Standard of the Trade"**

**CONTOURED TO FIT THE RIM**

**SNUGL**  
Wheel Balancing Weights are recognized as the "Standard of the Trade," designed right and made right to give Better Fit, Better Balance, Finer Appearance and Easier Application. We manufacture the most complete line for Passenger Cars, Trucks and Buses, 8 types covering 74 sizes... finer graduations that assure better, more accurate balancing.

**Has been proved OK by Tubeless Tire Mfrs.**  
The lip of the SNUGL Spring Steel Clip is beveled for easier application and to prevent clip from gouging into tire, a necessary requirement on Tubeless Tires. When you buy SNUGL you can be sure of getting the World's Finest Wheel Balancing Weights as well as the most modern. The name SNUGL (Registered Trade Mark) on every weight is your Guarantee of complete satisfaction. Write for our new brochure and name of your nearest jobber.

**SNUGL'S New Tubeless Tire Clip**  
Our New SNUGL Clip is contoured to fit the rim... the only tailor made clip on the market. It has been used for many months and proved OK by Tubeless Tire Manufacturers.



## Snugl

**WHEEL WEIGHT MFG. CO.**

Division of Mid-Western Auto Parts

**KOKOMO, INDIANA      WHITTIER, CALIF.**



**Nobody throws away a pair of shoes when the shoe laces break....**

*no need, either, to junk those faulty tail pipes! Repair them easily with*  
**Quaker Supreme-TAIL PIPE REPAIR KIT!**



**4 numbers give 100% coverage!**  
**No inventory problems**

Install it in 5 MINUTES! Remove rotted tail pipe end with hack saw. Slip TAIL PIPE REPAIR KIT over old tail pipe; move back until the rear is even with bumper, tighten repair kit clamp and refasten tail pipe hanger. It's the hottest PROFIT MAKER in the industry! Packaged individually boxed or in assortments.

SOUTHEAST REP.: L. M. HIRSIG CO. ★ SOUTHWEST REP.: HIRSIG-FRAZIER CO.

**Quaker Supreme Chemical Corp.**  
**MONTGOMERY • ALABAMA**

## GOT A GOOD

## \$7 IDEA?

will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.

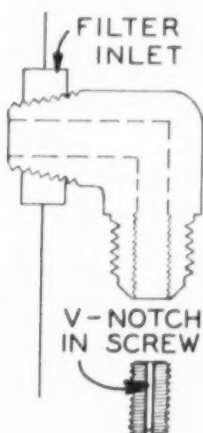
In sighting down the length of splines in the hub, if the wearing surface is straight and flat this would indicate that the transmission is in line with the flywheel. If the wear is heavy at the ends, but light in the center, indications are that the transmission is out of line with the flywheel, or that the clutch disk is bent.

This is a handy way of telling at a glance when severe misalignment has taken place.—C. Kernaghan, 2324 Harris, Independence, Missouri.

### To Install an Oil Filter On Unequipped Engine

WHEN installing an oil filter on an engine not previously equipped, a restricted fitting is usually required to prevent loss of oil pressure.

When none is available, I make one by tapping the inlet fitting and plugging it with a headless screw. I file a "V" notch down one side of the screw for the oil to pass, and saw a screwdriver slot in one end.



—J. C. Kuhn, 6346 Northwest 40 Street, Miami Springs, Florida.

### Here's a Possible Cure For Thumping Tires

A GREAT many cases of tire thumping are caused by out-of-round tires and wheels. These can, in many cases, be corrected by the following procedure:

Jack the car up until the wheel is about an inch from the floor. Rotate the wheel and observe the distance between the tire and floor

to see if the wheel and tire are out-of-round.

If they are, hold a piece of chalk on a block and push it toward the tire while it is rotating until it marks the high spot. Dismount the tire and mark the high spot on the wheel in the same manner. Remount the tire with the marks opposite each other so that the high spots will offset each other and you will usually have a smooth running tire and wheel.—Arthur Kay, Sifton Buick Company, 38 Westfield Street, Greenville, S. C.

# TIRE TROUBLE?

**Akro** *has the Answers!*



#### For tires with tubes or tubeless tires,

you've got the right repairs when you've got AKRO!

#### For inner tubes, AKRO's Dual-Duty!

Feather edged to prevent road pound.  
No machinery needed.  
Can be used hot or cold.  
Self-vulcanizing during wheel spin.  
Excellent tubeless repair for those who prefer patch method.  
Complete size range!



#### For tubeless tires, AKRO's Tubeless Tire Plug!

The safe, sure way to repair tubeless tires!  
Complete size range.  
Designed specifically for tubeless tire repairs!



#### Remember . . .

your profits go up when tires go down!

#### AKRO Tubeless Tire Plug

. . . Automotive Service and Know-How Since 1929



## THE BUXBAUM CO.

Write Dept. JJ for catalog pages

Canton 1, Ohio

## When Assembling Piston And Rod Assemblies

**W**HEN assembling piston and rod assemblies in an engine, it is hard to keep the connecting rod bolts from striking the rod journal, causing a burr on the shaft that will score the bearing.

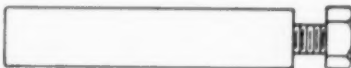
I have been getting around this by putting a short strip of heavy gasket material around the shaft journal which protects the journal.

—Clarence G. Dyke, 404 North Massachusetts, Anthony, Kansas.

## Removing Steering Wheel With a "Knocker"

**I**T OFTEN happens that a proper puller is not available for removing a steering wheel and in such cases it's good to have a "knocker" such as one shown in the sketch.

One is easily made from a short length of discarded steering gear



main shaft and a nut. To use, tighten the short shaft and nut firmly on the shaft after the steering wheel nut has been removed. Exert pressure upward on the steering wheel and tap the end of the short shaft with a hammer.—R. D. Hudgens, 2814 Lillian Street, Shreveport, Louisiana.

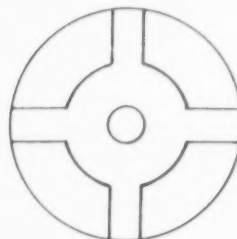
## If Chrysler Door Sticks, Use Lubricant

**I**F THE inside door handle sticks on '55 Chrysler cars, interfering with operation of the door, this can be cured most of the time by putting a little lubriplate between the handle and the washer.

In severe cases, a coil will have to be cut off the spring.—Eugene R. Pearson, Route 2, Box 17, Rockville, Maryland.

## To Ease Flooding Trouble On Mercury Carburetor

**O**N MERCURY carburetors since 1949, a lot of flooding trouble can be cured by cutting an extra slot in the intake valve seat as shown in the sketch. The additional



slot has the advantage of allowing the seat always to tighten with one slot down, thus preventing foreign particles from collecting near the needle valve hole.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

## Fit Pin into Drive Shaft Of U-Joint with Penny

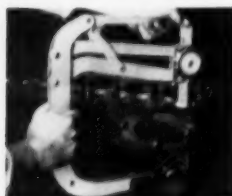
**O**N CHRYSLER-BUILT cars and others using a similar U-joint, when pressing the pin into the drive shaft, stand a penny on the edge between the drive shaft and the press plunger. Press the pin into the shaft until the penny is snug between the drive shaft and the press plunger.

When this is accomplished, you will have an exact equal distance of pin protruding from each side of the drive shaft, otherwise a perfect fit.—John S. Chapman, Service Manager, Milner Pontiac Company, 806 West Capitol, Little Rock Arkansas.

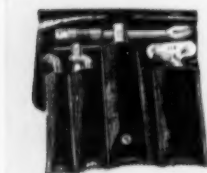
# K-D TOOLS



**K-D 428 Hose Clamp Pliers.** To remove, install all sizes self-tightening hose clamps. Swivel jaws let you reach 'em anywhere in the motor.



**380 Valve Spring Compressor.** Almost universal in use. For L-heads, valve-in-heads, old or new—passenger, truck, bus. Most popular valve tool in U. S.



**K-D 122 Ignition Kit.** Complete enough for most any ignition adjustment. For Fords, Chevrolet, and others. Tools accurately forged, rustproofed.

designed  
by  
mechanics  
built for  
mechanics  
TO MAKE  
HARD  
JOBS  
EASY

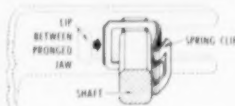


FREE CATALOG!  
OVER 150 K-D TOOLS  
FOR YOU. WRITE.

K-D MFG. CO.,  
LANCASTER, PA.



**K-D 435 Door Handle Remover.** For all 1955 Chrysler-built. You cannot pry these handles off! Spring clip holding handles must first be shifted from a groove in



regulator shaft. Tool specially designed for job. See diagram explaining how it works... save yourself big trouble, get a 435. Sure, safe, rustproofed.



**700 Valve Spring Lifter.** Short, sweet, handwheel type for deep set L-heads (Ford 6). Only 8" long, plenty of lift for easy keeper replacement.



K-D Tools are built to last. In shops all over the nation you'll find K-D 380 Compressors still in daily use after 25 years service! See your Jobber.



# make your next connection with REDI-CURV!



*Thermoid Redi-Curv Radiator Hose* makes hard-to-fit connections much simpler and quicker. Amazing flexibility and smooth, tapered ends make Redi-Curv a snap to install in any car...saves time and skinned knuckles. There's no cutting, no waste. 20 stock sizes fit popular passenger cars.

Redi-Curv absorbs motor vibration... won't pull, strain or break connections. Coiled wire reinforcement gives it added strength... prevents collapse. Neoprene tube withstands all radiator chemicals. Tough cover resists aging and cracking. Get Redi-Curv from your Thermoid jobber now!



Thermoid Straight and Curved Radiator Hose



**Thermoid Company • Trenton, New Jersey**

Brake Linings • Fan Belts • Radiator Hose • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment.

## Dealers Answer Factories

(Continued from page 39)

Booneville, Ark.—“We plan emphasis on a quality product—better salesmanship. Factory could help us by stopping bootlegging and placing emphasis on quality rather than quantity.

“Factories could assist dealers by better inspection of new cars at the factory, catching and correcting flaws in manufacturing before automobiles leave the plants.

“We feel that more emphasis

should be placed on producing a quality product and servicing that product rather than just selling more of our brand than anyone else. Also, there is a definite need for coordination and cooperation between dealer and factory in trying to get better price relation between used car and new car.”

L. C. Ferguson, Ferguson Motors, Inc. (Pontiac-Cadillac), Baytown, Texas—“We plan to buy and sell more used cars in 1956 unless profits are better on new cars. The factories could put quality into

new cars and assist the little dealers as much as they do the volume dealers. We expect a return of the ads, but not quite to the present extent, as some dealers are seeing the light.

“Cadillac intelligently produces cars; that is, in quantities that can be sold at a reasonable profit. They also improved on quality in 1955. Both of the above make for a healthy dealer-factory relation. They are too smart to overproduce.

“Pontiac is, of course, like all the rest—registration and factory-profit crazy—not enough regard for dealers’ security—cannot see or care what happens in the future.

“Apparently most factories are expecting to replace the older dealers with ‘quick charge’ new dealers.

“My relations with Pontiac during the past couple years were just fair. However, they realize we will sell only those new cars where the profit is sufficient to warrant good service and still have a net figure for the bank account.

“We have a good dealer organization and we sell the product and our service department and not just ‘price.’”

O’Neal Motor Co. (Dodge-Plymouth), Ocilla, Ga.—“We plan to quit. Factories encourage over-allowances and wild credit, but accept none of the profit loss or contingent liability responsibility. More production means more profit per unit for the factory—and it’s cash profit!

“Every unit of overproduction means a smaller per unit profit for the dealer—and in many cases it is a paper profit, or at best it’s a profit constantly endangered by toilet tissue finance paper (soft and easy on the customer, but messy for the user when it comes apart).

“The small town dealer will find it impossible to maintain a sufficient volume of sales at the present per unit profit and continue to exist unless there is a change of policy from the top down.”

Sutton Motor Co. (Chrysler-Plymouth), Beaumont, Texas.—“We plan more selling and more salesmen. The factories can help by eliminating city-fringe dealers who cut prices with the introduction of new models and undermine city price structures.”

F. W. Burton Motor Co., Decatur, Texas, said it had sent in a cancellation on its Dodge-Plymouth franchise “due to the lack of net profit.

“We are keeping the business

# Nothing sells like performance... Nothing performs like

## COLUMBUS

COLUMBUS Shock Absorbers have been successful in a highly competitive market for one BIG REASON...they excel in performance.

This greater customer satisfaction is a tremendous selling advantage. Capitalize on it by stocking and selling

the world's  
**2 BEST** shock absorbers

*Luxury-ride*

both by

• HECO •

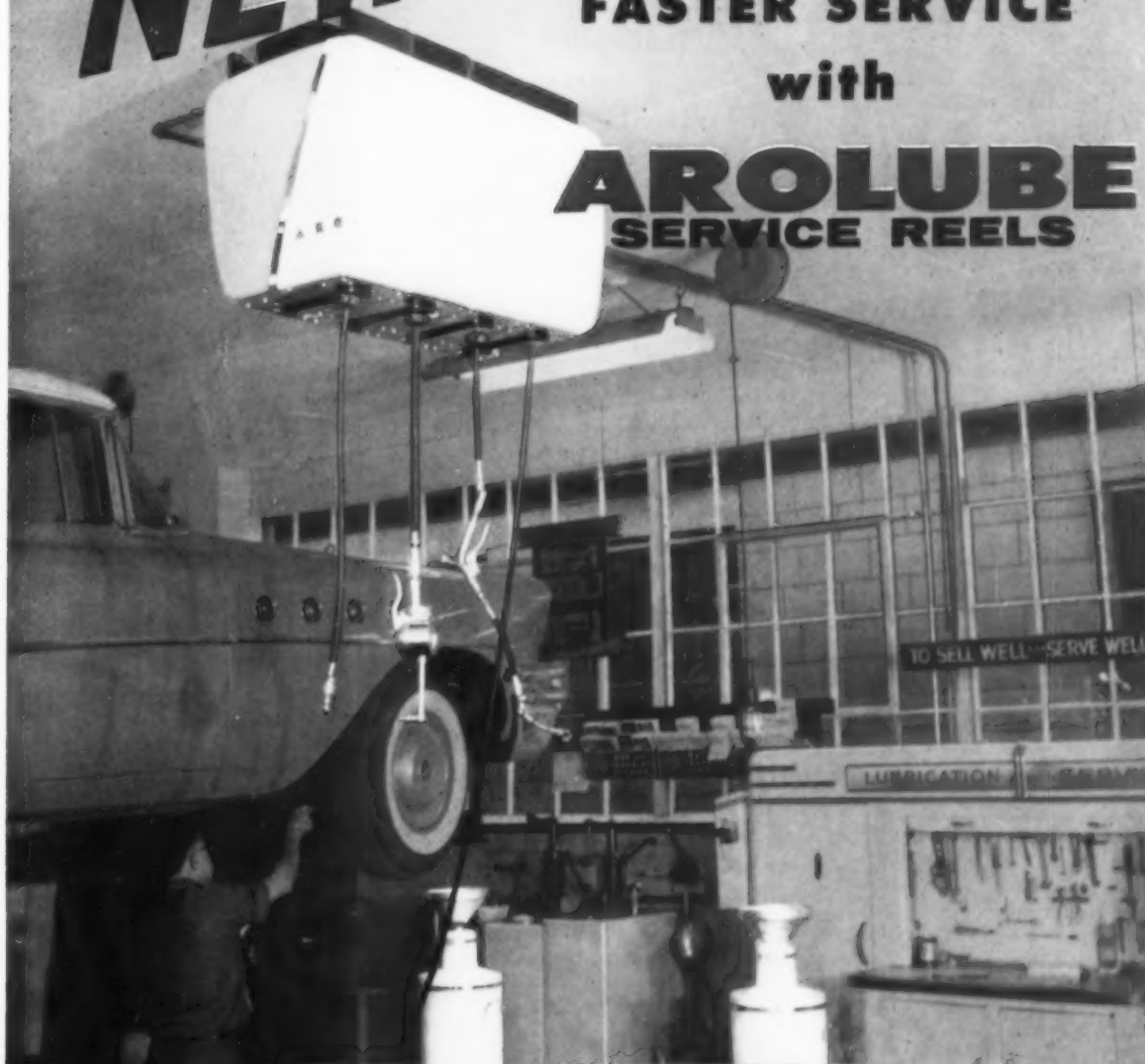
*Velvet-ride*

HECKETHORN MANUFACTURING & SUPPLY CO. • Littleton, Colo.

# NEW

**GREATER PROFITS  
FASTER SERVICE  
with**

## **AROLUBE SERVICE REELS**



You'll discover a big money-making difference when you speed up service and step up customer-appeal with sensational new AROLUBE Hose Reels! Your choice of reels for chassis, gear, motor oil, air, water, automatic transmission . . . easily installed in any combination of units. Years ahead features . . . long-life dependability. See your automotive wholesaler.

**THE ARO EQUIPMENT CORPORATION, BRYAN AND CLEVELAND, OHIO**  
Aro Equipment of California, Los Angeles, Calif. Aro Equipment of Canada, Ltd., Toronto 15, Ontario  
*Offices in All Principal Cities*



**LUBE EQUIPMENT**  
ALSO . . . AIR TOOLS . . . AIRCRAFT  
PRODUCTS . . . GREASE FITTINGS



**NATION-WIDE  
SERVICE**

open. Factories should only produce products that could be sold for a profit with normal accepted business principles. Most circuses and carnivals have left the American scene, therefore their methods must not have been staple.

"My relations with Dodge-Plymouth were good. I think a lot of things could be changed industry-wide. However, we must remember competition will not always permit a single company to go but so far, but I will say for Chrysler, by acts and deeds, under

competitive circumstances you can do business with them—if you can do business with any large corporation."

A North Carolina Pontiac dealer said he planned in this new model year "continued selling on as high a plane as possible and curtailment of expenses as much as practical."

His factory could help "by making a permanent sales contract without necessity of re-signing every year," he said, although "our relations have been good."

He anticipated a return of the

ads and favored government credit restrictions.

Commented a dealer in a small Texas town:

"We plan to work for greater gross profit wash-out on new-unit sales. Factory could help us by better distribution to dealers on types suitable for their areas.

"We hope the ads won't come back and we do not favor credit restrictions by Uncle Sam if any other solution is available.

"Our relations with the factory are fairly good. The war between factories to outregister in price classes is hurting most dealers. It seems to us that some standard of ethics, as in athletics, must be established. There are absolutely no ethics now.

"I have been a dealer 39 years."

## Crazy Car Selling

(Continued from page 46)

procedures professionally and conscientiously administered have made our economy and standard of living the envy of the world. They promise market stability, prosperity and a strong economy in the future.

I urge you, therefore, to seriously consider the pitfalls of departure from sound credit extension practices.

May I remind you again that repeat business is your most important asset. I have just recently seen some very convincing figures on one of the largest dealers on the West Coast who has a desirable new-car franchise.

An analysis of this dealer's sales indicated that 41% of all new- and used-car sales resulted from a former sale, through a customer recommendation. 37% of all new and used cars were purchased by people who had previously bought cars from the company. No more than 16% were purchased as a result of advertising.

With 37% of sales to previous customers and 41% as a result of a former sale through a customer recommendation, how can we face as unimportant the value of customer relations and repeat business? To me your potential repeat business is the best item that reflects in any dealer's balance sheet. You will notice that I said reflects, not appears.

It is truly good-will. It's the intangible item that is there, however, and generating business which enables you to operate profitably year after year.

# ECONOMY REFLECTED

## With This NEW HEAVY-DUTY MIRO-FLEX MIRROR



If you have an eye for savings take a look at this BIG new 9808-FS Miro-Flex West-Coast Type Mirror. Without sacrifice to quality this 7" x 17" perfect vision mirror gives you a spacious look at a substantial savings. Cushioned in rubber, the plate glass mirror is easily replaced. Fits all types of trucks from standard models to cab-over-engine. Miro-Flex adapting brackets make it form fitting. See your dealer or write.



**THE ORIGINAL MIRO-FLARE**



**No. 411 TAIL LIGHT**



**No. 422 TURN SIGNAL**



**No. 5643 MIRROR ASSEMBLY**



**THE MIRO-FLEX CO., INC.**  
1824 East Second, Wichita, Kansas

Send information on 9808-FS Mirror  
 Assembly \_\_\_\_\_  
 Also send catalog of complete line \_\_\_\_\_  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

The Miro-Flex Company manufactures a complete line of automotive safety equipment in a variety of styles and sizes. Get complete catalog.



SATURDAY NIGHTS

NBC-TV

JIMMY DURANTE

MUSIC!

**TEXACO STAR THEATER**

COMEDY!

GUEST STARS!

**TEXACO**  
REG. U.S. PAT. & TM.

**TV** is just one of the major advertising and promotion mediums used to build business for Texaco Dealers and Texaco Products. In addition — radio, newspapers, magazines, billboards, station display material and direct mail — year in, year out — reach millions of car owners, keep old customers coming back, make new customers. *No wonder TEXACO DEALERS are such busy dealers!*

**THE TEXAS COMPANY**

## Miamians Battle Gimmick Advertising With Code to Dull Sharp Strategies

**T**HE Miami (Fla.) Automobile Dealers Association has declared war on "misleading advertising of free gifts, bonuses, overallowances, free finance charges, down payments and such," Tom C. Caldwell, public relations chairman, said.

Though not specifically forbid-

ding bonuses with new cars and long trades, the association has adopted a code of ethics to outlaw misleading advertising of gimmick sales. "We want to stop things such as dealers' advertising they'll give \$800 more for your old car than it's worth. It's obviously misleading," Caldwell stated.

## Tempo *Auto* Touch-up INSTANT-SPRAY



- FORD
- CHEVROLET
- PLYMOUTH
- OLDSMOBILE
- BUICK



## ...means PROVEN PROFITS

Yes. Proven! All over the country, Tempo is the hottest item to hit the dealer's counter. TEMPO INSTANT-SPRAY sells on sight because it's slick, quick, easy to use and priced to sell.

Put this colorful new display on your counter and watch 'em stop and buy. Dealers themselves have found it the best way for touch-up work and new car conditioning right in their own shop without resorting to messy and expensive equipment. The colors are factory-matched and dry in minutes.

Tempo is available for Ford '54-'55-'56, Chevrolet '53-'54-'55-'56,

Plymouth '55-'56, Buick '55-'56 and Olds '55-'56 as well as Primer, Leveler, Appliance White, Chrome-Sheen Aluminum and Ignition Protector.

Contact your jobber today for the deal of your life or order from:



## TEMPO PRODUCTS CO.

2075 East 65th St., Cleveland 3, Ohio

Tempo Instant Spray also available in a complete line of Factory-Approved outboard motor colors and marine finishes.

The five-point code includes the following provisions:

1.—To price products and services fairly, based upon costs, plus a reasonable profit.

2.—To accurately represent and advertise merchandise and services.

3.—To eliminate misleading advertising of "free" gifts, bonuses, overallowances, free finance charges, down payments or other premiums in connection with the sale of motor vehicles.

4.—To discourage advertising of delivered price on stripped-down models or body types which are not available for delivery in normal quantities.

5.—To enlist the aid of all media in controlling deceptive advertising by enforcement of city ordinances and the principles of advertising set up by the U. S. Supreme Court.

Any charges of malpractice will be studied by the executive board of the dealer association and the supervisor of weights and measures will be asked to prosecute violators, said Caldwell.

## Houstonian C. P. Simpson, Ex-GM Officer, Dies

**C.** P. SIMPSON, 62, Houston, Texas, president of Simpson-Gillman Pontiac Co. and a former vice-president of General Motors, died Sept. 13 after suffering a short illness.

Simpson, who was born in Roby and grew up at Sweetwater, Texas, joined Chevrolet Motors in 1922 and became regional director of Chevrolet, assistant sales manager of Pontiac and later sales manager and a vice-president of GM. He preferred living in Texas to Michigan, however, it was reported, so when the Houston Pontiac dealership became available in 1939, he bought it.

## DeSoto Selects Managers For Charlotte, Atlanta

**D**ESOTO Motor Corp. has named John L. Livingston and J. M. Blake, Jr., as regional managers for Charlotte, N. C., and Atlanta, Ga. A. B. Nielsen, general sales manager, announced.

Livingston, who replaces Blake in Charlotte, was formerly business management manager and district manager there.

Blake, who moves to Atlanta, replaces D. J. Spitzer, who recently resigned.



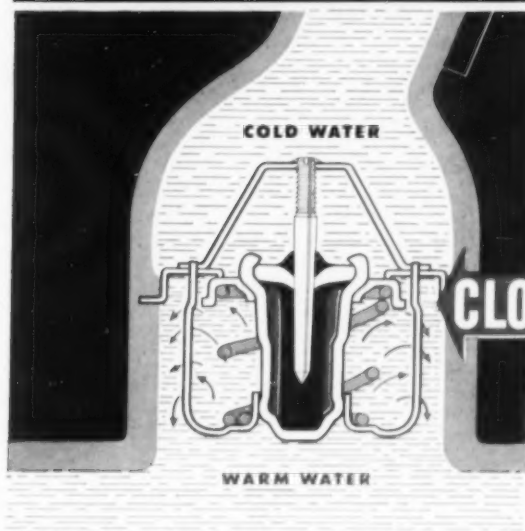
*Adopted as original equipment  
by major car maker for  
8-cylinder engines*

*Now available from your  
NAPA Jobber for all  
pressurized cooling systems*

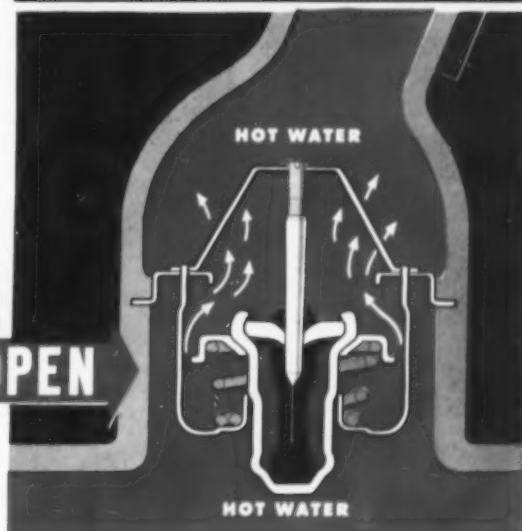
# Revolutionary Thomson "HP" Stats!

**with the Exclusive Reverse-Action Poppet Valve**

Until water in the motor block reaches the desired temperature, the reverse-action poppet valve of the "HP" Stat gives tight seal against leakage. The higher the pressure, the tighter the seal!



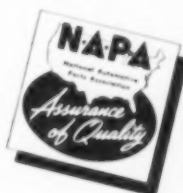
When water in the motor block reaches operating temperature, the powerful thermal unit of the "HP" Stat opens valve against flow of water, regardless of engine speed or pump pressure.



● The unmatched power and greater length of travel afforded by the Thomson Power-Pellet make possible, for the first time, a thermostat that brings to pressurized cooling systems all the advantages of the tight-sealing, trouble-free poppet valve . . . Give *your* customers these benefits by using Thomson "HP" stats in pressurized cooling systems. . . . Be ready to cash in on the first cold snap with the finest in thermostat service. See your NAPA Jobber *now!*



Thomson Electro-Fused bellows-type stats have been known for years for their accuracy, dependability and long life. Widely used as original equipment, these Thomson Thermostats give complete coverage of this great market.



**STANDARD-THOMSON CORPORATION • DAYTON, OHIO**



If you see a Southern jobber's head poking out a porthole, it's just about what you'd see before this ship docks at Bermuda next month. Scores of wholesalers and factory men and their wives will be aboard when this ship sails Nov. 17 from Wilmington, N. C.

### More Jobber News

(Continued from page 55)

### Governor Hodges Heads Tarheel Speakers

Governor Luther H. Hodges will be one of the principal speakers on the convention cruise of the North Carolina Automotive Wholesalers Association, Executive Secretary Jesse F. Jones, Jr., announced.

A total of 155 persons have reserved space on the luxury Swedish liner M. S. Stockholm, which will sail from Wilmington, N. C., Nov. 17 for Bermuda and return Nov. 22.

B. W. "Whit" Ruark, general manager of MEWA, and Mrs. Ruark will be among those making the cruise, as will L. V. "Bill" Williams of NSPA and Mrs. Williams.

The North Carolina governor will be the principal speaker at the first business session Friday, Nov. 18. William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL, will speak at the second convention session Nov. 21, returning from Bermuda.

"It now appears that our ship will be booked almost entirely by NCAWA members and their friends in the automotive after-market industry in North Carolina and neighboring states," Jones said.

"We urge those who have not done so to make their reservations now. By doing so, they can most likely still obtain accommodations in the price range they desire."



**gives the  
right  
answer  
fast!**



**KIMBLE IMPERIAL**

**UNIVERSAL *Anti-Freeze* TESTER**

That's why service men everywhere prefer the KIMBLE-IMPERIAL No. 556-TA.

They like it because it's so easy to read — so simple to use — gives answer fast everytime!

Precision calibrated for utmost ACCURACY... has DIRECT-READING Slide Calculator that gives the correct answer at a glance. The large clear figures, sealed under glass, always stay clean.

Made by the nation's foremost manufacturer of scientific glassware.

For the very finest — choose KIMBLE-IMPERIAL — the outstanding buy in anti-freeze testers.

**No. 556-TA** Kimble-Imperial Universal Anti-Freeze Tester. Tests Alcohol, Methanol, and Ethylene Glycol. Dealer's Cost, each. **\$5.50**

Also Single Solution Testers . . . Battery Hydrometers

Manufactured by  
Kimble Glass  
Company  
subsidiary of  
Owens-Illinois

Ask for  
Bulletin 398

THE IMPERIAL BRASS MFG. CO., 1227 W. Harrison St., Chicago 7, Ill.  
In Canada: 334 Louder Ave., Toronto, Canada

**IMPERIAL**

Brass Fittings • Tubing Tools  
Flexible Fuel Lines  
Shut-Off Valves • Drum Faucets

**50th Anniversary**  
1901-1951



# ANNOUNCING

Greatly expanded coverage



## "NO-LASH" HYDRAULIC VALVE LIFTERS

### **THIS IS BIG NEWS!**

The newly expanded "No-Lash" Valve Lifter line now covers all major manufacturers . . . and almost every make and model American car. Only with "No-Lash" Lifters, distributed by AC, do you get replacement lifters for *all three of the big three, and every one of the independents!*

That means you can secure *ALL* your requirements from *ONE* source — your AC supplier!



**DISTRIBUTED BY AC SPARK PLUG DIVISION, FLINT, MICHIGAN**

MANUFACTURED BY DIESEL EQUIPMENT DIVISION  
GENERAL MOTORS CORPORATION



Drive-through service is provided in this new location of Jenkins Automotive Parts Service on North Main Street in Columbia, S. C. The veteran establishment had been located for many years in a congested part of the city. Store Manager R. A. "Dick" Nix reported "sales volume up a great deal due to new location with parking facilities, addition of lines and discontinuing of others and since inaugurating an incentive for mechanics to come into the place while discouraging delivery service."

*It's a terrific sales success!*

*Have you cashed in?*

# CASCO EXTRA-PROFIT LIGHTER OFFER!



*This sample display*  
**PUTS YOU IN THE LIGHTER BUSINESS**

with a Complete Assortment  
of Balanced Merchandise,  
Everyone a Fast-Selling Item!

with your order for:

2 L142 Ash Guard Pop-Out Units	(12V)	@	\$2.20 List ea.
3 L144 Ash Guard Elements	(12V)	@	1.70 List ea.
2 L6 Fits-All Pop-Out Units	(6V)	@	1.55 List ea.
3 L8 Fits-All Elements	(6V)	@	1.05 List ea.
1 L120 Safe-Glo Receptacle	(12V)	worth	\$1.80
<b>PLUS</b> 1 L29 Non-illuminated Receptacle	(6V)	worth	\$1.05

**All On a Sell-On-Sight Counter Card!**

Your total cost, a low \$9.45—Your total selling price, a high \$18.60

**YOU MAKE \$9<sup>15</sup>**



ORDER NOW THROUGH YOUR DISTRIBUTOR. OFFER LIMITED. CASH IN ON THIS EXTRA PROFIT OFFER!  
Casco Products Corp., Bridgeport 2, Conn.



## Floridians' Roster Swells As 26 Members Join Up

THE Florida Automotive Wholesalers Association has signed up 26 member firms in the past two months. Phil Sommerlad, Daytona Beach, membership chairman, disclosed.

They are: Arnold Co., Jacksonville; Automotive Parts Co., DeLand; Baird Hardware Co., Gainesville; Bert Tire Co., Arcadia; Boyte Auto Supply Co., Lake Wales; Cains' Parts & Service, Lake Wales, and Daytona Auto Supply Co., Inc., Daytona Beach.

F & F Auto Supply, Miami; Keenan Auto Parts Co., Tallahassee; Madeira Beach Auto Parts, Madeira Beach; Miami Auto Parts & Spring Co., Miami; Motor Parts & Equipment Co., Inc., West Palm Beach; Motor Service, Inc., Miami; S. J. McClelland's Auto Supply, Leesburg, and Ocean City Auto Parts, Inc., Delray Beach.

Owenby Auto Parts, Lakeland; Pioneer Motor Sales Co., Belle Glade; Riggs Bros., Inc., West Palm Beach; Robertson Auto Supply, DeLand, and Southeast Wheel & Rim Co., Inc., Jacksonville.

Terry's Auto Supply, Hollywood; Terry Supply Co., Bradenton; Thompson Motor Parts, Arcadia; Tri-City Motor Supply Co., Bradenton; Willo Battery & Parts Co., Jacksonville, and Winter Haven Auto Parts, Winter Haven.

## Prest-O-Lite Names Two

Appointment of two district representatives for the Prest-O-Lite Battery Co. has been announced by A. A. Feldman, sales manager. They are J. S. Trickett, Jr., for the Kansas City district and George E. Patterson for Dallas.

More than half-a-million  
motorists have joined  
**THE OLDS PARADE!**



Oldsmobile's popular "88" Holiday Coupé, one of thirteen beautiful body styles that have contributed to Oldsmobile's rocketing success in 1955!

**It's another record-breaking year for Oldsmobile and Oldsmobile dealers!**

We're having a wonderful windup to top off a wonderful year! Month after month Olds dealers have set record after record—putting more people in "Rocket" Engine Oldsmobiles than in any previous year! Reports from all across the nation show sales are *still* soaring—the public's still going strong for Oldsmobile's stay-new styling and out-ahead performance! But this year's records won't stand long—they are just the start! We've got the momentum for a terrific take off! We're ready to *really* rocket in '56 . . . ready with an even more sensational line-up of new Oldsmobile models. We're looking forward to an even bigger, better sales year for Oldsmobile and Oldsmobile dealers!

**"ROCKET" ENGINE**

**OLDSMOBILE**

DIVISION OF GENERAL MOTORS CORPORATION • LANSING, MICHIGAN



"Your son's here. He wants to know if you have a charge account with us. Our files say yes; what do you say?"

## "Facing Problems—Finding Answers" Is Theme of First Florida Meeting

**F**ACING Problems — Finding Answers."

That's the theme of the first annual convention of the Florida Automotive Wholesalers Association to be held at the Orange Court Hotel, Orlando, Nov. 12-13.

"Because our problems are not confined to just a few of us, we are inviting every automotive jobber and distributor in the state to participate in this conclave," said Ted Nelson of Berner-Pease, Miami, president of the association. "This invitation is sincere and genuine, with no strings attached. Membership in FAWA is not necessary for admission to any of the sessions.

"It is our feeling that the many problems facing the wholesaling industry should be considered by the entire industry. Our organization will have justified its creation if we shall have provided the means for an approach to some of those problems.

"That we may have a wide perspective of our problems, we also have asked our manufacturers to participate in this fact-finding clinic—and they are responding in a most encouraging way. We expect at least a hundred manufacturers to be present.

"Another reason for making this gathering an open affair is our

feeling that we should not hide our light under a bushel. FAWA is a definite working factor already in the business lives of nearly a hundred jobbers in Florida; and we want the entire industry in Florida to see, first-hand, just how we are going about the task of bettering conditions."

Two features on the convention agenda are unique: the manufacturer-jobber table conference to be staged Saturday afternoon and the "panel clinic in reverse" to be conducted Sunday.

The table conference is just what the name implies. Each manufacturer in attendance will stay at his individual table in the grand ballroom all afternoon. Means are thus provided for the jobbers to meet with their particular suppliers and discuss specific problems in private. Provisions have been made to accommodate at least one hundred manufacturers.

Active audience participation will feature the "reverse panel clinic." This panel will be composed of six successful jobbers—two of them in the lower-volume sales bracket, two in the \$200-500,000 sales bracket and two in the bracket above the \$500,000 mark. Instead of the panel members discussing topics of their own choosing among themselves, they

will attempt to answer questions tossed up to them from the floor. FAWA headquarters is urging its members to come with specific questions to help make this a spirited session.

Nathan M. Roberts, executive secretary of the Automotive Wholesalers' Association of Alabama, will address the Sunday morning session. His theme will be "Program Development."

Suggestions on expanding CAS activities will be presented by Marcus A. Brown, director of business promotion, Aetna Finance Co. of St. Louis.

William C. "Bill" Herbert, editor of SOUTHERN AUTOMOTIVE JOURNAL, will summarize trade conditions as he will have found them during an extensive Southeastern and car-factory tour which will have ended just before convention time.

Officials of MEWA, MEMA and NSPA will discuss general trends in the industry at large.

Charles H. "Chuck" Davis, executive secretary of FAWA, will outline the immediate and long-range objectives of the association's planning.

Saturday's events will be climaxed by a cocktail party sponsored by Booster Club B-36 of Jacksonville immediately preceding the association's first annual banquet—a chicken barbecue served on the lawn and garden of the Orange Court. Entertainment talent for the frolic following the barbecue will come from the association membership.

Special entertainment for the wives and families of the conventioners will include a swim party in the Orange Court pool and a chartered bus tour of Orlando.

### Wooster Rubber Modifies Sales Area Assignments

**W**OOSTER Rubber Co. has extended the territory of E. F. Robinson, Rubbermaid Kar-Rug representative, to include all accounts in North Carolina. W. F. Coulter, sales manager, automotive division, announced.

C. R. McGruder's area now includes all of Georgia and South Carolina along with the Florida counties of Franklin, Liberty, Gadsden, Leon, Wakulla and Jefferson. The rest of Florida is covered by Edward Corbitt. Frank Russell Co. has taken over the Louisiana accounts formerly covered by McGruder.

(More Jobber News on page 140)



# HAVE YOU HEARD ABOUT RUST MASTER'S NEW

## 6 for 5 DEAL\*

\* YOU GET SIX AND ONLY PAY  
FOR FIVE

The Extra One is **ALL PROFIT!** Cash In On This Guaranteed  
Sure-Fire Deal! STOCK UP ON THE **BIG PRODUCTS**  
with THE **BIG PROFITS!** RIDE THE BIGGEST CONSUMER  
DEMAND EVER! Year 'round selling season! — Greater  
Customer Satisfaction! **DON'T MISS ANY PART OF THIS  
DEAL—ORDER FROM YOUR SUPPLIER RIGHT AWAY!**

### HERE'S HOW IT WORKS . . .

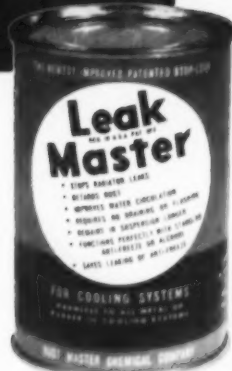
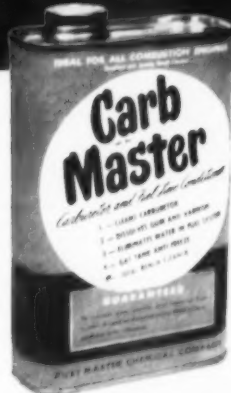
When You Order 6 . . .

You Get ONE FREE!

- |                                 |                                |
|---------------------------------|--------------------------------|
| 1) You Pay for 5 RUST MASTER —  | You Get ONE RUST MASTER FREE!  |
| 2) You Pay for 5 LEAK MASTER —  | You Get ONE LEAK MASTER FREE!  |
| 3) You Pay for 5 SLUDG-MASTER — | You Get ONE SLUDG-MASTER FREE! |
| 4) You Pay for 5 CARB MASTER —  | You Get ONE CARB MASTER FREE!  |
| 5) You Pay for 5 ASSORTED —     | You Get ONE LEAK MASTER FREE!  |

Offer Works on any Multiple of 6!

**NO FUSS  
NO MUSS  
JUST POUR  
NO MORE**



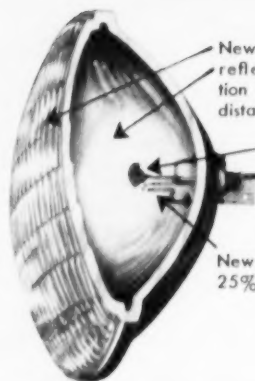
PRODUCTS WORK WHILE YOU RIDE  
**Chemical Company**  
Mfg. Chemists

56 CRIGHTON ST., CAMBRIDGE, MASS.  
THE SILENT PARTNERS OF MOTOR EFFICIENCY



\*IMPORTANT: This Special 6 for 5  
Deal is good only from  
Sept. 15, 1955 to Nov. 30, 1955

# BIG NOVEMBER DRIVE ON ... 7 NATIONAL MAGAZINE



New design lens and reflector combination extends seeing distance.

New filament shield blocks off glare-causing upward light.

New filament gives 25% more light.

**GET SET FOR BIG FALL  
DEMAND...ORDER NOW!**

LAMP NO.	VOLTS	CASE QUANTITY
5040	6	8
5400	12	8
NEW! 5440 FOR ROUGH SERVICE TRUCKS	12	8

# G-E *All-Weather* HEADLAMPS ADS PLUS "MEDIC" ON TV!

**REACHES MILLIONS OF CAR OWNERS!** Big campaign sells new G-E *All-Weather* Headlamps by the pair...tells your customers why they should replace present headlamps before they burn out!

You'll sell headlamps this fall as you've never sold them before! Big-space national ads plus "MEDIC", one of today's top TV shows, tell your customers: G-E *All-Weather* Headlamps protect against night-driving hazards! They help drivers see through fog—see the road better against oncoming headlamps—see curves, dips and obstacles farther down the road! (And the fog shield does not affect the upper-beam, so they give maximum light in clear weather!)

You'll sell pairs of G-E *All-Weather* Headlamps instead of singles—67% of all new headlamps are

now sold in pairs!\* You'll sell replacement G-E *All-Weather* Headlamps *before* present headlamps burn out—50% of all new headlamps sold now represent extra sales!\* And you'll sell *more* G-E *All-Weather* Headlamps. Sales are up 100% in the last 6 months alone!\*

The advertising's big—every driver wants night-driving safety—your G-E distributor has G-E *All-Weather* Headlamps in stock. So order some today! Display and promote G-E *All-Weather* Headlamps this fall!

\*Based on survey of 350 dealers in 10 cities.

## TIE IN! GET THIS DO-IT-YOURSELF SIGN-STENCILING KIT



*Quick! Easy! Gives professional sign-painting results!*



*Makes all these signs and more!*

**FREE** with \$20 net order that includes one case of G-E *All-Weather* Headlamps and/or other miniature lamp types.

Here's a simple way to flag down prospects for G-E *All-Weather* Headlamps! Take a few minutes to stencil the *All-Weather* sign in your window! Kit includes paint, applicator, ready-made G-E *All-Weather* HEADLAMPS

sign, and complete alphabet and numerals for making *any* sign. Order now—watch the stencilled signs bring you profitable extra sales! Miniature Lamp Department, General Electric, Nela Park, Cleveland 12, O.



GENERAL  ELECTRIC

## Factory Participation Runs High In Texas Convention at Houston

**F**ACTORY participation in the second booth conference sponsored by the Automotive Wholesalers of Texas in connection with their annual convention in Houston will show an increase of almost 50% over last year, according to figures released on Sept. 12 by G. C. Morris, executive director of the association.

In last year's booth conference in Fort Worth there were 38 factory participants and on Sept. 12 this year 55 factories had signed for space, thus producing an increase of 44% plus. With the deadline for space contracts extended to Oct. 1, Morris saw the possibility of an even greater increase in participation.

The convention and booth conference is set for Oct. 27 to 29 with the Shamrock Hilton Hotel as headquarters. Participants this year will use the spacious Shamrock Hilton exhibition corridor instead of hotel rooms.

Morris announced also that he had extended invitations to all automotive wholesalers to attend, regardless of membership or lack of it in the Texas or any other similar association. The same invitation is open to manufacturers' representatives and agents.

One feature of the convention program will be a panel for discussion of AWOT services, with audience participation. It will be moderated by Gus T. "Pinkey" Brown, association field secretary, and the designated members, all active wholesalers, are T. C. Watkins of Midland, Jerry Muggli of Harlingen, Mrs. H. G. Baker of Hillsboro, H. C. Westbrook of Texarkana, Fred Pinkston of Lubbock and Reeves Russell of Weslaco.

Speakers will be George L. Arnold, counsel for the subcommittee of the small business committee, national house, on "Is Big Business Worth Protecting?"; Joe K. Wells, Texas Employment Commission, "Changing Aspects in Unemployment Insurance"; Reuben Senterfitt, former speaker of the Texas legislature, "Government-Business Relationships," and Cayce Moore, Hearne, Texas, barber and

humorist, "Livin'—or Just Look-in'?"

Principal entertainment feature will be a boat excursion down the Houston ship channel and dinner at the renowned San Jacinto Inn following a fellowship hour sponsored by the Southwest Group, AAR.

Supplementing the list of manufacturers to participate in the booth conference, previously released by Morris and published in the September issue of SOUTHERN AUTOMOTIVE JOURNAL, an additional 13 who had signed by Sept. 12 are:

A. C. Spark Plug Division, Arvin Industries, Inc., Brookins Manufacturing Co., E. Edelmann and Co., Heckethorn Manufacturing Co., Hein-Warner Corp., Lemco Products, Inc., National Carbon Co., Pur-O-Lator Products, Inc., Standard Motor Products, Inc., Weaver Manufacturing Co., Plastone Co., Inc., and Fram Corp.

### V. L. Frees, Texarkanan, Dies

V. L. Frees, Frees Supply Co., Texarkana, Texas, died August 8 after an illness of three months.



These beavers belong to the Cumberland, Md., species who grew foliage for the bi-centennial celebration of the founding of Fort Cumberland. All are employed at Shafer Motor Parts. They are (l. to r.): Front, Harold Heavner, counterman, and Kenneth Shafer, sales manager; rear, Andrew S. Roemer, counterman, and Russell H. Shafer, owner.

### Kem Appoints Crockett-Jordan

Kem Manufacturing Co., Inc., has appointed Crockett-Jordan, Dallas, Texas, as sales representatives for Texas, Oklahoma, Louisiana and Arkansas. Dave Crockett, Wynn Jordan, Harry Morrow and H. O. Bradberry are the agents.

"How about showing the same enthusiasm to the chassis here in the shop!"

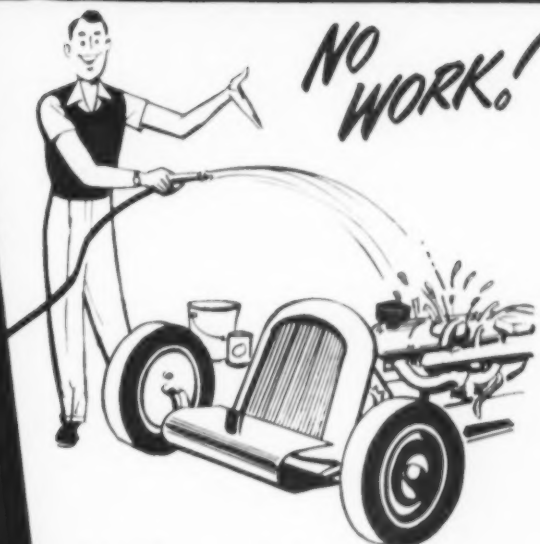




# DEGREASER!

## engine shampoo

### QT. SIZE CONCENTRATE MAKES 2 GALLONS



Takes cling out of oil and grease . . . emulsifies it . . . so that all dirt may be hosed off as easily as you rinse hands under water faucet. Launders engines faster, more completely, and safer than steam cleaning (warm the engine). Self scouring action brings out factory new appearance . . . provides accurate visual inspection . . . Gunked engines run cooler. Far surpasses the performance of MIL, GOV., and JAN applicable specifications. Get Genuine Gunk in quart and larger sizes at better wholesale auto suppliers throughout the country . . . Flatly refuse imitations.

**IMMEDIATE DELIVERY**  
**1 PINT OR A**  
**TANK CAR**



**CURRAN CORP.**  
Mfg. Chemists  
**LAWRENCE, MASS.**



The Automotive Smokers, owned by The Automotive, Inc., Fort Smith, Ark., won the western Arkansas district championship, earned second place in the state championship and went on to the national baseball congress at Wichita, Kan. Shown are (l. to r.): Front row, Harold Blaylock, Jim McGinnis, Bob Becker, Cy Perkins, Pete Avioffi and Ed Sadowski; back row, Jim Scott, Harold "Buster" Reynolds, George Foster, Earl "Webb" McDaniel, Bedell Hightower, Lloyd Merritt, E. J. Sellars, Don Mumm, Gene Higgins, Bill Puckett, Maltie Martin and Alton Robinson, manager.



The Gabriel Co.'s aftermarket division has named Glen H. Stayer as sales manager, L. W. Klein, vice-president in charge of sales, announced. Stayer was formerly with Thompson Products Co., where he spent 14 years as fleet sales manager.

## Alabamians to Debate Low Profits In Face of All-Time High Volume

**W**HY profits are at an all-time low while volume is at an all-time peak will be the main theme of the fall convention of the Automotive Wholesalers' Association of Alabama at Hotel Whitley in Montgomery Dec. 5.

Commented Nathan M. Roberts, executive secretary:

"Our volume is at an all-time peak and our profits are at an all-time low."

"The above statement is heard over and over again when we call on automotive wholesalers throughout the state. The cost-of-doing-business surveys of the national associations bear this out. Manufacturers and wholesalers alike are concerned. What is the answer?"

"May we respectfully submit that the answer seems to lie in doing a number of things which have

not been done in the past. Concerted thinking by automotive wholesalers should develop some of these answers.

"This subject will be the main theme of discussion at the fall convention of the association.

"Since the A.S.I. Show will not be held this year in December, the board of directors has voted to hold our fall convention meeting the first Monday in December. It will be a closed-door, one-day meeting for serious thinking."

John B. Cunningham of Birmingham Electric Battery Co., Birmingham, is president and D. B. Jones of East Alabama Auto Parts Co., Opelika, is vice-president. Lee W. Meriwether, Jr., of Genuine Auto Parts Co., Montgomery, is treasurer.

"The motor's in perfect condition, miss, and, may I add, your body's in perfect shape also."



### Grizzly Appoints Riordan

Grizzly Manufacturing Division has appointed R. R. "Roy" Riordan as brake lining representative for Arkansas, Louisiana, Mississippi and bordering areas of Alabama, Tennessee and Texas with headquarters in Shreveport, La., John Heath, sales manager, announced. Riordan has had 17 years' automotive experience in the South.

### Katz of Atlanta Dies

Sam D. Katz of the Henry S. Clark Co., manufacturers' representatives, Atlanta, died Sept. 15. He was a former factory executive and for years had been active in Booster Club B-6.

# SOUTHERN **Factory Bonded** SHOES



in **DIXIE** it's  
**SOUTHERN**  
because

**Only SOUTHERN does it ALL!**

We EXTRUDE our own WIRE BACK molded  
We HOT PRESS our own FIBER BLOCK  
We COMPOUND our own ADHESIVE  
We RECONDITION all BRAKE SHOES  
We OPERATE our own TRUCKS in  
the Carolinas  
We PAY two way FREIGHT east of  
the Rockies

Ask your Jobber  
for details!

**S** **SOUTHERN**  
FRICTION MATERIALS CO. — CHARLOTTE, N.C.





Top: Officers of Automotive Booster Club, S. W. No. 4, Dallas, Texas, are shown here following the annual election which was held Sept. 24 (l. to r.): Lee Boswell, second vice-president; Ed Shipp, Jr., first vice-president; T. H. Everett, president; Ben Abbott, retiring president; John E. McEvoy, secretary, and Paul McKay, treasurer. Ben Abbott as the retiring president is automatically a director of the club. Others elected to the board are F. L. Wadsworth, Art Ways, Jr., G. R. Patterson, Max Patton and John Clark (reelected).

## Arkansan Burke Tells Tale Of Roy Stueber and 555

**F**RANK Burke, Little Rock, Ark., has written "The Roy Stueber Story," a biography of his late employer, who founded the 555 chain of service stations and wholesale establishments in that state.

In 1917, Stueber rented a one-room store in Little Rock with a borrowed \$1,000 and started a service station. He branched out selling parts and eventually adopted the slogan, "The World's Largest Service Station." Besides business acumen, however, Stueber possessed a warm, engaging personality which expressed itself in many benefactions, Burke wrote. Burke was his advertising manager for the past 30 years.

Stueber's advertising and promotion schemes were striking for their boldness, originality and showmanship.

Published by Vantage Press, Inc., 120 West 31 St., New York 1, N. Y., the 72-page book costs \$2.75.

## W. C. Campbell, Memphis, Dies

William C. Campbell, 38, Memphis, Tenn., Owatonna Tool Co.'s Southern division manager, died of a heart attack Aug. 27 at his home. Campbell joined Owatonna in 1947 as a district representative, covering Tennessee, Arkansas, Louisiana and Mississippi. In 1954 he was made division manager of an eight-state area south of Memphis bordered by New Mexico and Alabama on the west and east.

## Kem Names Charlotte Firm And SW Representative

**K**EM Manufacturing Co., Inc., Fair Lawn, N. J., has appointed the warehouse service division of Joint & Clutch Service, Inc., Charlotte, N. C., as its warehouse distributor working with a factory representative setting up accounts in the area.

Achel W. West has been named direct factory representative in the El Paso, Texas, New Mexico and Arizona area.

## AAR Advances Meetings

The Automotive Affiliated Representatives has advanced the dates of its meetings due to cancellation of the Automotive Service Industries Show. The new schedule is: Officers' meetings, Dec. 1 and 2; board of directors meeting, Dec. 3, all at the Sheraton Hotel, Chicago.

## Huntsville Firm Moves

Automotive Parts Co., Huntsville, Ala., has moved to a new building at 610 Meridian Street featuring additional floor area and parking space. Officials of the firm are C. J. Jackson, Jack G. Jackson and Douglas Jackson.

## C. P. Lester Dies in Tennessee

Charles P. "Skippy" Lester, owner of Genuine Auto Parts, Inc., Madison, Tenn., died of a heart attack Aug. 26. For many years he was a representative of Ramco Piston Ring Co.

## Key Men Will Appear At AEA Meeting

**K**EY executives of the leading original equipment manufacturers of ignition and fuel systems and related products will attend the Automotive Electric Association regional conference at Hotel Muehlbach in Kansas City Nov. 10 and 11.

These executives will present new product developments and discuss current trends in the service industry. In addition, they will hold individual and group conferences with their wholesale and service customers to discuss sales programs and new service procedures.

## Permacel Picks Dant for South

Permacel Tape Corp. has named Hale L. Dant as Southern division manager for North Carolina, South Carolina, Georgia, Florida, Alabama and eastern Tennessee. George A. Fitzgerald, vice-president in charge of industrial and automotive sales, announced. Dant's headquarters are in Atlanta, Ga.

## Exide Appoints Missourian

Exide Automotive Division of The Electric Storage Battery Co. has named J. E. Morrison, formerly from Kansas City, Mo., as Pacific region sales manager.

Charlotte Auto Parts Co., Charlotte, N. C., has S. W. "Bill" Dellinger, Jr., doing sales promotion work and plans for him to take an active part in management of the firm in 1956, when an expansion program is scheduled. Steve W. Dellinger, Sr., his father, who is the owner, announced. Dellinger, Jr., who served in the Army for two years after his graduation from the University of North Carolina in 1953, has a B. S. degree in business administration.





This ad, featuring the "Miss MoPar" muffler display, appears in October issues of *The Saturday Evening Post*, *Life*, *Popular Science*, *Popular Mechanics* and *Mechanix Illustrated*.

**POWERFUL,  
TRAFFIC-BUILDING  
ADS LIKE THIS  
WILL HELP CREATE  
A BIG DEMAND FOR  
MOPAR MUFFLERS  
IN OCTOBER!**

Don't be caught short! Make sure your stocks are adequate to supply the cars you'll service.

Order your MoPar mufflers from your nearby Plymouth, Dodge, De Soto or Chrysler dealer or MoPar parts wholesaler. Also, ask for a sales-making MoPar muffler display.



"Miss MOPAR" says...

EXHAUST FUMES CAN BE DANGEROUS  
Does Your Muffler LOOK LIKE THIS?

BE SAFE BE SURE!  
Let Us Install a Safety Engineered MOPAR MUFFLER

LOOK FOR THIS DISPLAY  
—and get your MoPar muffler—  
at your Plymouth, Dodge, De Soto  
or Chrysler dealer and from many  
better repair shops.

**GET A MUFFLER  
CHECK TODAY**

*Mufflers can be dangerous  
without being noisy!*

It's a smart idea to have your muffler checked periodically! Even tiny leaks can mean carbon monoxide in your car's interior. (It takes only a small amount of this deadly gas to cause drowsiness and possible accidents!)

Next time you stop for service, have your muffler checked. If you need a new muffler, play safe—get a double-walled MoPar muffler, designed especially for your Chrysler Corporation car or truck.

**MOPAR**

PARTS DIVISION • CHRYSLER CORPORATION

## Keenan Concern Advances Hout and Two Others

**T**HE Keenan Co., Albany, Ga., has advanced C. Howard Hout, president of the Georgia Automotive Wholesalers Association, from general manager to executive vice-president of Keenan Auto Parts Co., Paul A. Keenan, Jr., managing partner, announced late last month.

Also promoted were Walter R. Keenan to president of Albany Oxygen Co. and W. P. McLendon from vice-president to president

of the Keenan Welding Supplies Co.

Said Paul A. Keenan, Jr., "There will be no change in any of the policies of our organization. These promotions reflect a recognition of the management job that these men have been doing in the past."

Hout has been associated with Keenan's for 22 years, starting as a stock clerk, Walter R. Keenan is the son of P. A. Keenan, founder of the companies. He is treasurer of Keenan Auto Parts Co. McLendon was employed in its welding



Top: C. Howard Hout  
Center: Walter R. Keenan  
Bottom: W. P. McLendon

division in 1945, and has been vice-president and general manager of Keenan Welding Supplies Co. since 1952.

The Keenan organization is composed of Keenan Auto Parts Co., which has 14 branches, Albany Oxygen Co., Keenan Welding Supplies Co. and Columbus Welding Supply Co.

Howard Hout has long been interested in association work. He will preside at the second annual convention of the state association this month.

"Bill Hushour has been appointed sales manager here," E. T. Armington, president, Lee Auto Parts Co., Inc., Arlington, Va., reported.



**Often Imitated  
Never Equalled**

**Jarrett's Wite-Wall Tire Cleaner**

This is the original gelatinous cleaner that put the profits into . . . and took the work out of . . . cleaning white wall tires. Removes all but the worst scuffs on contact. Leaves a bright white finish which tends to preserve the rubber. In pints, gallons, and drums. **Takes only 1 minute . . . costs only 1¢ per tire**

**Jarrett's Spra-Wite**

Every white wall owner will want a pint of Jarrett's Spra-Wite for those in-between scuffs and stains. Just spray it on . . . and rinse it off. A real profit maker.

**Jarrett's Car Appearance Products**

Wite Wall	Kolor-Hu	Chamois Cleaner
Spra-Wite	Super Car Wash	De Greasol
Tire-Brite	Super Duper	Kwik
Mug-Solv	Car Wash	Plasto
D-Ice	Fast Sods	Golden Concrete Cleaner
	Fresh Air Clean	

Write for literature and prices, and the name of your nearest jobber.





**Satisfaction Given - Not Promised**

**CECIL H. JARRETT COMPANY, INC.**

MANUFACTURERS OF CAR APPEARANCE PRODUCTS • NEWTON, N. C.

## ATAE Lauds Alabamians For Achievement Entry

THE American Trade Association Executives has awarded special recognition to the Automotive Wholesalers' Association of Alabama for "significant achievement in the trade association management field."

The state association received a "Certificate of Recognition," an engraving and the following letter:

"Congratulations, Mr. Roberts, (Nathan M. Roberts, executive secretary) on the special recognition which the judges of our ATAE outstanding activities award contest have conferred on your association. The certificate of recognition which we are sending to you is based upon significant achievement in the trade association management field."

"While your entry did not win the highest award, the judges have found your work so impressive that they have asked that you be given this special recognition."

"We hope that your association will continue to prosper and that the progress of service which your entry symbolizes will make us all aware of the splendid leadership you are giving in your field."

## S. D. Bowles Appoints Schaub

The S. D. Bowles Co., Dallas, Texas, has named E. V. Schaub as manager of its automotive and industrial division, Stanley D. Bowles announced. Schaub had been Southwestern division manager for Black and Decker Co. for the past 25 years.

## Micro-Lube Hires Trefz

Micro-Lube Sales, Dallas, Texas, has employed Walter Trefz as technical service director to work with maintenance engineers and technicians. He was formerly with Aluminum Industries, Inc.

"Glen Underwood, salesman and counterman for five years, left this section, sold his house, furniture and all and took his wife and eight-year-old daughter to start anew in California. He thinks he will continue in the parts business if he can make a connection," reported Don E. Sanders, manager, Farmington Auto Supply Co., Farmington, Mo.

## Fleet Operators —

If you are using—Chevrolet, Ford, Dodge, GMC, International or Studebaker trucks, you can cut your cost per mile by installing exchange engines. But specify—



**ROGERS**  
Remanufactured  
**ENGINES**

*The Finest Replacement Engine You Can Buy*

It's being proved every day. Use your skilled mechanics on the heavy-duty big jobs—put the already assembled, run-in and Dynamometer tested Rogers exchange engines in the lighter units. Save time and money.

Write, wire or call the distributor nearest you.

### ALABAMA:

Andalusia—Taylor Parts & Supply Co.  
Anniston—Model City Parts Co.  
Athens—Athens Parts Co.  
Bessemer—Genuine Parts Co.  
Birmingham—Alabama Auto Parts Co.  
Genuine Parts Co.  
Cullman—Alabama Auto Parts Co.  
Decatur—Decatur Parts Co.  
Dothan—Taylor Parts & Supply Co.  
Furt Payne—Thompson Mtr Sply Co.  
Gadsden—Southern Auto Supply  
McCleskey Brothers  
Guntersville—Barnett Auto Sply Co.  
Hartselle—Auto Parts Co.  
Huntsville—Automotive Parts Co.  
Loxley—Griffin Motor Supply  
Marion—Marion Auto Supply  
Mobile—Motor Parts & Supply Co.  
Montgomery—Motor Parts Co.  
Opelika—East Alabama Auto Parts  
Pritchard—Motor Parts & Supply Co.  
Selma—Selma Parts Service Co.  
Thomasville—Clark's Parts Service  
Tuscaloosa—W. Ala. Parts & Sply Co.  
Wetumpka—Turners Auto Supply

### FLORIDA:

DeFuniak Springs—Taylor Parts & Supply Co.  
Gainesville—White Elec & Btry Co.  
Jacksonville—Motor Parts & Sply Co.  
Marianna—Keenan Auto Parts Co.  
Ocala—Lovell Brothers  
Panama City—Taylor Parts & Sply Co.  
Quincy—Keenan Auto Parts Co.  
Sarasota—Anderson Auto Parts  
St. Petersburg—Automotive Sply Co.  
Tallahassee—Genuine Auto Parts Co.  
Keenan Auto Parts Co.  
Tampa—Motor Parts Co., Inc.

### GEORGIA:

Albany—Bruce Jones Co.  
Keenan Auto Parts Co.  
Alma—Butler Supply Co.  
Americus—Keenan Auto Parts Co.  
Ashburn—Brooks Auto Parts  
Atlanta—Max Auto Parts  
Perlin Auto Supply  
Power Service Co.

Athens—Anderson Auto Parts  
Augusta—Bowers Auto Electric Co.  
The Motor Supply Co.  
Bainbridge—Bruce Jones Co.  
Keenan Auto Parts Co.  
Baxley—Brooks Auto Parts Co.  
Blakely—Keenan Auto Parts Co.  
Brunswick—The Motor Supply Co.  
Cairo—Keenan Auto Parts Co.  
Carrollton—Burns Parts Co.  
Cartersville—Automotive Supply Co.  
Auto Parts Co.  
Claxton—Brooks Auto Parts  
Cordele—Cordele Auto Supply Co.  
Butler Supply Co.  
Columbus—Auto Supply Co.  
Cornelia—Stack's Auto Parts  
Cuthbert—Keenan Auto Parts Co.  
Dalton—Hart's Automotive Parts Co.  
Dawson—Dawson Auto Supply Co.  
Decatur—Decatur Auto Parts Co.  
Douglas—Brooks Auto Parts  
Dublin—Dublin Motor Parts Co.  
East Point—Genuine Parts Co.  
Elberton—Anderson Auto Parts  
Fitzgerald—Brooks Auto Parts  
Gainesville—Stack's Auto Parts  
Glenville—Brooks Auto Parts  
Hartwell—Anderson Auto Parts  
Hawkinsville—Keenan Auto Parts Co.  
Jesup—Brooks Auto Parts Co.  
Lafayette—LaFayette Auto Parts  
Lyons—Brooks Auto Parts  
Macon—Butler Supply Co.  
McRae—Brooks Auto Parts  
Montezuma—Keenan Auto Parts Co.  
Moultrie—Keenan Auto Parts Co.  
Newnan—Cottles Auto Supply  
Perry—Brooks Auto Parts  
Reidsville—Nelson Sales Co.  
Rome—Southern Bearing & Parts Co.  
Rossville—Hart's Auto Parts  
Sandersville—J. B. Wall Co.  
Savannah—The Motor Supply Co.  
Statesboro—Statesboro Auto Parts  
Swainsboro—Swainsboro Motor Parts  
Sylvania—Pinkney's Auto Supply Co.  
Thomaston—Keenan Auto Parts  
Thomasville—Bruce Jones Co.  
Keenan Auto Parts Co.  
Tifton—Keenan Auto Parts Co.

Toccoa—Slack Auto Parts  
Vidalia—Brooks Auto Parts  
Warner Robins—Brooks Auto Parts  
Waycross—Thompson Motor Supply Co.  
West Point—Cottles Auto Supply

### MISSISSIPPI:

Lucedale—Motor Parts & Supply Co.

### NORTH CAROLINA:

Asheville—Hayes & Hopson, Inc.  
Franklin—Slack's Auto Parts  
Gastonia—Genuine Parts, Inc.  
Marion—Marion Auto Parts, Inc.  
Spruce Pine—Mitchell Auto Parts

### SOUTH CAROLINA:

Aiken—Thompson Motor Supply Co.  
Anderson—Anderson Auto Parts  
Charleston—H. Steenken & Co.  
Columbia—The Parts Co.  
Easley—Anderson Auto Parts  
Greenville—Battery & Electric Co.  
Greenwood—Carolina Tool Co.  
Orangeburg—Parts Supply Co.  
Rock Hill—Bennett Supply Co.  
Spartanburg—Spartan Automotive Co.  
Walterboro—H. Steenken & Company  
York—York Auto Parts

### TENNESSEE:

Carthage—Auto Parts & Service Co.  
Centerville—Osborne Auto Parts  
Chattanooga—Hart's Auto Parts Co.  
Clarksville—Clarksville Auto Parts  
Cleveland—Hart's Auto Parts Co.  
Cookeville—Auto Parts & Service  
Fayetteville—City Auto Parts  
Lincoln Supply Co.  
Gallatin—Auto Parts & Service  
Greenville—Broyles Rubber Oil Co.  
Harriman—Hart's Auto Parts Co.  
Knoxville—Service Auto Parts Co.  
Lebanon—Auto Parts & Service Co.  
Maryville—Hart's Auto Parts Co.  
Morristown—Broyles Rubber Oil Co.  
Pulaski—M. S. Church Auto Parts  
Shelbyville—Auto Parts & Service Co.  
Springfield—Auto Parts & Service Co.  
Winchester—Winchester Auto Sply Co.

**JOHN ROGERS CO.** 300 Hunnicutt St., N. W., Atlanta, Ga.

## NSPA Picks "New Formula 4-GP/56" As Slogan For Frisco Convention

NATIONAL Standard Parts Association has chosen "New Formula 4-GP/56" as the slogan-theme for its 1956 convention to be held at San Francisco's Hotel Mark Hopkins Feb. 21-22.

Don H. Teetor, NSPA president and vice-president of Perfect Circle Corp., Hagerstown, Ind., said,

"I have read hundreds of letters from wholesalers this year and through all of them I detected a growing concern about the future profit possibilities of their business in the face of increasing volume and expanding markets. With this situation so clearly and indelibly outlined, the NSPA con-

vention program committee decided unanimously that wholesalers faced just one big problem next year and that was how to earn greater profits."

M. W. Bazner, Sr., NSPA convention program chairman and vice-president-sales, Ammco Tools, Inc., North Chicago, Ill., said that all speakers, most of whom have already been selected, were instructed to enlarge on the "New Formula" theme and facets of wholesaling that directly affect net profits.

John M. Yantis, Ozburn, Crow & Yantis Co., Fort Smith, Ark., is a member of the program committee.

an open book...

---

to the open road



michigan

*Hi-Therm*

engine bearings







Figures don't lie! Roadwork tells why Michigan Hi Therm Engine Bearings are better for replacement. Operation facts show proof of more time on the road . . . more earning power with Michigans.

**DETROIT ALUMINUM  
& BRASS  
CORPORATION**



The Thin-Wall ball bearing which we designed, engineered, developed and for which only we hold the patent is proof of advanced engineering.

DETROIT 11, MICHIGAN

## New Britain Machine Buys Blackhawk Tool Line

THE New Britain Machine Co., New Britain, Conn., has purchased the hand tool line of Blackhawk Manufacturing Co., Milwaukee, Wis., effective Oct. 1, it was announced in a joint statement.

Philip G. Brumder, president of Blackhawk, said, "By selling our hand tool line to New Britain, we are free to further expand and specialize in the broadening fields of hydraulic products and lifting equipment . . . . The nature of our transaction also considers the loyalty and interests of our hand tool users and sales outlets. New Britain is the type of firm which will continue to offer the quality product, service and warranty which we have underwritten in the past."

Ralph S. Howe, president of New Britain, stated, "The addition of the Blackhawk hand tool line permits us to broaden our present distribution of hand tools and to even more fully utilize our manufacturing facilities."

"We pledge the maintenance of the Blackhawk warranty. That pledge holds on tools already in service as well as those to be purchased in the future."

New Britain will extend to all present Blackhawk distributors and service outlets the family of New Britain automatic transmission tools.

## Globe Hoist Appoints Meco

Globe Hoist Co., Philadelphia, Pa., has named Meco, Inc., Atlanta and Savannah, Ga., as Georgia distributor and sales representative.





## Dollar for Dollar ARROW GIVES YOU MORE...

### THE FINEST REBUILT GENERATORS

- For every passenger car and light truck
- More carefully made than the parts they replace
- Tested and proved on more than 2,000,000 cars

### MORE SALES AND EXTRA PROFITS

- Arrow merchandising helps you make more sales of Arrow products and other related parts
- Arrow Stocking Dealers make extra profits

*... and your profit is protected by a one-year guarantee*



This Booklet tells  
how YOU can get  
**MORE Sales**  
**MORE Profits**

Send for it!

**ARROW ARMATURES CO.**  
BOSTON, MASS. & SPARTANBURG, S. C.



Popular 7-Generator Stock covers  
85% of all replacement sales.



Ask your Arrow Jobber  
how you can make  
**EXTRA PROFITS** as an  
Arrow Stocking Dealer.  
Write for the name of  
the nearest Arrow Jobber.

## More Than 2,200,000 Witness GM Show

THE General Motors Powerama, a spectacular exhibition of diesel and gas turbine power, closed a 26-day run Sept. 25 after being seen by 2,218,412 visitors at Chicago.

The big "World's Fair of Power," which occupied 1,000,000 square feet on that city's lake front, drew international attention. It was the first time that developments in the important diesel and gas turbine fields had been dramatized on so large a scale.

Visitors came from throughout

the nation and many foreign countries. More than 100,000 Chicago school children saw the admission-free show.

Veteran Chicago police officials described the Powerama crowds as the largest since "A Century of Progress" — Chicago's "World's Fair" — in 1933-34.

President Harlow H. Curtice of General Motors said the tremendous reception given the Powerama "reinforces my conviction that the Powerama made a substantial contribution to public understanding of the technological progress being made by industry — in this case, in the comparatively little known but most important areas of diesel and gas turbine power."

## TWO FAMOUS NAMES



## NOW COMBINED



## TO GIVE YOU

# QUALITY BRAKE PARTS

- A COMPLETE line
- QUALITY backed by TWO FAMOUS NAMES
- EXTRA MARGIN to make you EXTRA PROFIT!

*The Complete Extra-Profit Line*

*It will pay you to ask your jobber for SUPCO!*



# LISLE CORPORATION

CLARINDA, IOWA

## South Carolinians Select Myrtle Beach in May

THE South Carolina Automobile Dealers Association will hold its 1956 convention at the Ocean Forest Hotel in Myrtle Beach, S. C., May 26-28. President W. T. Rose (Ford) of Union announced last month.

C. C. Goodwin, Goodwin Buick Co., Sumter, S. C., is convention chairman. Mrs. Ella W. Ford, executive secretary of the association, said.

## Three Southerners Make DeSoto's Top Ten List

THE Motor Sales Co., Baltimore, Md., L. P. Steuart, Inc., Washington, D. C., and Rosenstock Motors, Houston, Texas, rated second, fifth and eighth, respectively, on DeSoto's list of top ten dealers for August.

James F. Waters, Inc., San Francisco, Calif., was the individual leader.

## Virginia Dealers to Hear Yarnall at Opening

THE Automotive Trade Association of Virginia convention will hear Frank H. Yarnall of Chicago, president of National Automobile Dealers Association, as the opening speaker Nov. 7.

The annual meeting will be held Nov. 6-8 at the Hotel Roanoke, Roanoke.

## AC's Sales Range High Above Previous Peak

**S**ALES of spark plugs, oil filters and other replacement products are smashing the former records set last year, AC Spark Plug Division of General Motors announced late last month.

Joseph A. Anderson, general manager, reported that August shipments topped those of the previous peak month — August, 1954—by 10%.

Sale of replacement products for the first eight months of this year ran ahead of the same period of 1954 by about 26%, he said. Last year was the best, in automotive product sales, in AC's history.

Anderson said "We have, of course, continued to make great gains in the field of original equipment, too, and are more than keeping pace with the great surge the industry has shown this year in this respect."

## Melbourne Floridians Elect

The Melbourne (Fla.) Automobile Dealers Association has elected Lester Boubour, Al-Ray Mercury Co., president; Bud Wolcott, Wolcott Industries, vice-president; L. E. Buaddeman, Brevard Motors, secretary, and E. G. Barbee, Southside Willys, treasurer.

### STATEMENT OF OWNERSHIP

Statement required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933 and July 2, 1946 (Title 39, United States Code, Section 233) showing the ownership, management and circulation of *Southern Automotive Journal*, published monthly at Dalton, Ga., for September 20, 1955.

1. The names and addresses of the publisher, editor, managing editor and business manager are: Publisher, W. R. C. Smith Publishing Co., Atlanta, Ga.; Editorial Director, T. W. McAllister, Atlanta, Ga.; Editor, William C. Herbert, Atlanta, Ga.; Business Manager, A. F. Roberts, Atlanta, Ga.

2. The owners are: W. R. C. Smith Publishing Co., Atlanta, Ga.; Estate of W. R. C. Smith, Atlanta, Ga.; W. J. Hooks, Atlanta, Ga.; O. A. Sharpless, Atlanta, Ga.; T. W. McAllister, Atlanta, Ga.; E. W. O'Brien, Atlanta, Ga.; Mrs. E. L. Philpot, Atlanta, Ga.; J. C. Cook, Atlanta, Ga.; R. P. Smith, Atlanta, Ga.; A. F. Roberts, Atlanta, Ga.; Mrs. S. J. Jones, Atlanta, Ga.; William C. Herbert, Atlanta, Ga.

3. The known bondholders, mortgagees and other security holders owning or holding one per cent or more of total amount of bonds, mortgages or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees hold stock and securities in a capacity other than that of a bona fide owner.

A. F. ROBERTS,  
Business Manager

Sworn to and subscribed before me this 20th day of September, 1955  
(SEAL)

SEBA J. JONES,  
Notary Public, Georgia State at Large  
(My commission expires 1958)

# WOW! METAL SEAL-N-KALK® THE ONLY SEALER AND CALK THAT PUMPS FROM A GUN THE ORIGINAL GOO-JET GUN

Always Ready

FAST!



PUMPS FAST

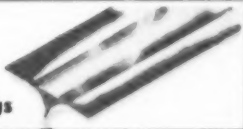
FLOWS DEEP  
INTO PLACE



LEVELS OUT

To A Smooth Finish

No Runs—No Sags



WET

WORKS

OR

DRY

ALUMINUM

ARMOUR

LOCKS SURFACE AGAINST

WEATHER FOR YEARS

SETS FIRM

BUT FLEXIBLE



WON'T GOUGE OUT

TAKES PAINT

But Blends With Most  
Colors—No Paint Required



No Bleed

No Peel

PREPAID TO YOU SEND CHECK OR MONEY ORDER—  
SATISFACTION GUARANTEED—OR ASK YOUR JOBBER

**ASSOCIATED PRODUCERS, INC.**

DETROIT 20 MICHIGAN, U.S.A.

KANSAS CITY, MISSOURI  
1517 Oak Street

ATLANTA, GEORGIA  
780 Ponce de Leon Place, N.E.

NOTE

THERE IS NOTHING  
ELSE LIKE IT — ANYWHERE

GOO-JET® GUN KITS



STOCK NO. 1000A (METAL) \$11.92  
STOCK NO. 81000A (BLACK) 10.80  
4 - 7.5 oz. (75 H) CARTRIDGES  
GOO-JET® GUN & TIP FREE



STOCK NO. 1000B (METAL) \$7.60  
STOCK NO. 81000B (BLACK) 6.90  
4 - 7.5 oz. (75 H) CARTRIDGES  
GOO-JET® GUN & TIP



STOCK NO. 1000C (METAL) \$5.10  
STOCK NO. 81000C (BLACK) 4.86  
2 - 7.5 oz. (75 H) CARTRIDGES  
GOO-JET® GUN & TIP

Each Goo-Jet® cartridge will run 3/16" diameter bead approximately 75 feet long. Easier to use than string caulk or canned putty.

ALSO

METAL STOCK NO. 1002 qt. 2.84  
1008 Gal. 7.67  
BLACK STOCK NO. 81002 qt. 2.55  
81008 Gal. 7.00

Also in 55-gallon drums



## Ad Men Deplore Garageman's Dearth Of Simple, Realistic Technical Data

**O**NE of the most alarming situations brought to light recently is the lack of simple, realistic technical information and 'how-to-do-it' promotional literature for wide-spread distribution to automotive retailers, particularly independent garagemen," a recent bulletin from the Automotive

Advertisers Council, Inc., stated.

A committee, appointed to make recommendations for supplying independent repair shops with improved technical information and more informative advertising material, will also try to set up a program among manufacturers and wholesalers to clarify parts num-

bers and standardize sizes and shapes of published data.

Al Joseph, advertising manager, AP Parts Corp., said, "That there is a dire need for standardizing the physical appearance and organization of technical information in this industry, just as catalogs and price sheets are standardized, is actually an understatement.

"There is a big job ahead that must be done, not only by members of the council, but by broader industry segments such as the national associations, the trade press and others. All should work together to greatly stimulate the flow and quality of technical information to the service end of the industry."

### Upper Crust Really Travels in Cars

**U**PPER-INCOME families spent about \$586,800,000 for gasoline, oil and automotive accessories while on vacation trips by automobile in the year ending September, 1954, according to the fifth annual nationwide travel survey just published by the Research Department of The Curtis Publishing Co.

The survey was made among a nationwide sample of 4,000 families in the \$5,000-or-more income categories who reported monthly to a national research organization for a period of one year on their vacation and business travel habits. A vacation trip was defined as any pleasure trip of three or more days duration away from home by any member or group of members of the family.

The projected figure for the spending of upper-income families is based on the 14,000,000 families in the U. S. with incomes of \$5,000 or more. Over 65% of these, or 9,170,000 families, took an average of two trips during the year.

Of the total trips taken, 85.5% were by automobile. The average mileage per trip was 1,018. Motor courts and motels were used as the lodging en route on 69% of the trips.

With regard to business trips, 68.9% were by private car and 2.5% by rental automobile.

Total amount spent for vacation fares for all forms of transportation was \$1,051,900,000.

Amounts spent on other forms besides automobile were: train, \$155,300,000; plane, \$229,700,000; ship and boat, \$55,600,000; bus, \$20,600,000, and miscellaneous, \$3,900,000.



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# America has homework to do!



THERE'S PROBABLY a lot about your town that makes you want to brag a bit about it.

But there's one thing you *can't* be proud of. And it's a shame you share with just about every other community in America.

The homes where far too many people live are a disgrace. Slums, semi-slums, housing blight are with you. Fixing them up is the homework to be done.

If your town is like most in the U. S., here's what the figures show: 1 out of every 10 homes are rock-bottom slums. Nearly one-half urgently need basic repairs.

But slums are something that is happening on the other side of town, you may say. The problem isn't mine.

## Slums are YOUR homework

Distance is no barrier against the threat and cost of housing blight.

Your taxes go up because it takes more money for your town to fight the diseases and delinquency and poverty spawned in the slums. The security of your family goes down because the slum is the natural parent of crime.

## Where your business comes in

Every firm has a responsibility toward the town where it's located. Part of it is to support community improvements as any other good citizen would.

Some slums are beyond repair. They must be torn

down and a fresh start made. Others can be made to conform to accepted living standards. So it is up to you to get behind every sound program which seeks to provide adequate housing for all our people.

Civic and individual groups must have business backing . . . your firm's backing if they are to succeed.

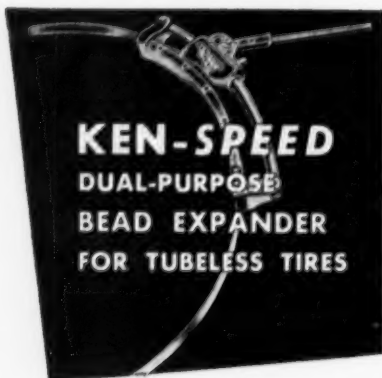
## Follow the course of Action!

A group of Americans from every walk of life has joined together in a non-profit organization to combat home and community deterioration, A.C.T.I.O.N., the American Council To Improve Our Neighborhoods.

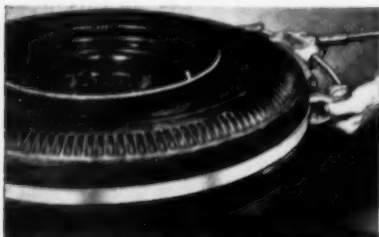
Send today for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It lists booklets, research, check-lists, and other material which can help you. Address P. O. Box 500, Radio City Station, New York 20, N. Y.



American Council To Improve Our Neighborhoods



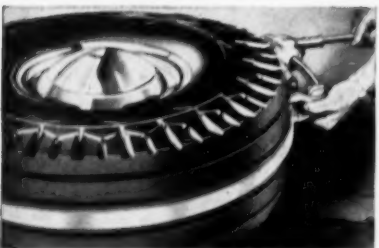
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## Packard and Studebaker Divisions Created

**C**ONSOLIDATION of all Packard and Clipper automotive operations into a Packard-Clipper Division, and Studebaker car and truck operations into a Studebaker Division, with each division a separate and distinct operating center, was announced by James J. Nance, president of Studebaker-Packard Corp., late last month.

Robert P. Laughna has been named manager of Packard-Clip-



Top: Harold E. Churchill  
Above: Robert P. Laughna

per and Harold E. Churchill manager of Studebaker. Reporting to the corporation president, they will administer their respective divisions as separate operating organizations in accordance with corporate policies and programs, and provide coordination between divisional operations, corporate departments and staffs.

Earlier this year Studebaker-Packard established a division to coordinate all government and industrial products programs for the corporation.

The latest divisionalization move constitutes a major step forward in over-all Studebaker-Packard plans for development as a producer of automobiles for all three major price classes.

Nance said decentralization of

the corporation's multiple car and truck production and marketing activities was a "calendar development," ready to put into effect now following the completion of major product development programs and consolidation of specific Studebaker and Packard activities under a functional - type organizational procedure that has been adhered to since merger of the two companies October 1, 1954.

## Safety Belts Overrated, Research Board Says

**S**AFETY belts are being over-sold as a cure-all for preventing injuries to car occupants involved in accidents, Andrew J. White, director, Motor Vehicle Research, Inc., of New Hampshire, asserted.

"While it is true that the safety belt is a help, it is by no means the answer. Current advertising seems to indicate that a lap safety belt is the answer to preventing all injuries to motorists involved in accidents. . . . It is my sincere hope that manufacturers of safety belts and car manufacturers installing them in vehicles will point out the weak points in installations before the over-all safety aspect is firmly entrenched in the public's minds.

"I crashed a barrier with high 'g' forces in two planes in a modified and instrumented automobile wearing a four-inch lap safety belt installed with anchorage points at the car frame. When the car crashed the barrier, I could not brace myself against the forces involved and the seat belt prevented the lower section of my body from going forward." However, he stated, without an energy-absorbing assembly installed on the dashboard, his skull would have been crushed.

"There seems to be a definite lack of general information as to proper anchorages for lap safety belts in all vehicles and proper positioning of the belts to prevent abdominal injuries. . . . At best, a lap-type safety belt alone holds only the lower portion of the body, leaving vital parts (the head and chest) exposed to extreme damage by impact against forward and side structures.

"In a series of similar crashes, I wore a combination seat belt and shoulder harness which prevented the movement of my body to the right and to the forward section of the dash. The effectiveness of the harness was borne out by the fact that I did not have to brace myself against the forces involved."

## A. vanderZee Is Renamed To Lead Safety Group

**A.** VANDERZEE, vice-president, Chrysler Corp., was re-elected chairman of the Inter-Industry Highway Safety Committee at the annual meeting of the committee in Detroit last month.

H. D. Tompkins, vice-president, The Firestone Tire & Rubber Co., was elected vice-chairman, and Walter B. Cooper, Chevrolet dealer, Fort Collins, Colo., and chairman of the national affairs committee of the National Automobile Dealers Association, was elected secretary-treasurer. M. R. "Bud" Darlington, Jr., is managing director of the committee.

"During the meeting," vanderZee said, "the committee set forth by resolution its view that an efficient system of highways is vital.

"To keep within the bounds of realistic planning and yet maintain a sound economic policy," he said, "the committee suggests the Congress of the United States explore practical methods of finance developed and successfully used in our American free enterprise system and urges early congressional action on the highway program."

## Fuel Injection System Tested by Du Pont

**F**UEL injection, that much-talked-about new fuel system, was displayed last month at Atlantic City, N. J., in a Lincoln fuel test car equipped by the Petroleum Chemicals Division of the Du Pont Co.

Using an American Bosch system, one of the first fuel injection systems available for passenger cars, the company has developed data to actually show that the fuel injection mechanism can either supply more power over the speed range or result in a lower octane requirement. Du Pont equipped the automobile as a service to refiners to determine what the future gasoline quality requirements might be.

The car developed from six to seven per cent more power than an automobile with a carbureted engine, and it was found that as many as five mechanical octane numbers may be made available by using this system. This decrease in engine octane demand is brought about primarily because the engine runs cooler.

The tests, which were conducted on a modern chassis dynamometer at Du Pont's Petroleum Laboratory

at Deepwater Point, N. J., also showed that fuel injection can provide as much as a 14% improvement in fuel economy over the carbureted engine at a speed of 60 mph. The fuel injection engine, which may be available soon in some of the higher priced automobiles, shows less tendency to vapor lock than a carbureted engine when using higher vapor pressure gasolines, the Du Pont tests showed. The elimination of the carburetor may also allow designers to lower hoodlines.

The system which was installed on the test car consists of a fuel transfer pump to move gasoline from the tank at about 35 pounds pressure through a filter to the fuel injection metering pump. The injection pump distributes the required amount of fuel to each of the eight fuel nozzles located at the intake ports where the fuel is sprayed into the air stream. Injection of the fuel occurs only during the intake stroke, the amount of fuel injected depending upon manifold pressure.

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## Wheel and Deal and Dealers Forget Importance of Shop, Tucker Asserts

By HAYSE TUCKER

Tucker Motor Co. (Ford), Tuscaloosa, Ala.

**I**N THIS practice of bootlegging not only do we weaken our own moral fiber in failing to do our own selling job, but if the law of the jungle and the ethics of the rattlesnake prevail in our business, the community in which we each live realizes there is not much fence between our affairs and theirs—and they do not welcome such a condition in their own affairs.

In these wheel-and-deal days we had best keep our eyes on the priceless asset of public good-will.

In completing our picture of dealer shortcomings, we make the observation that few of us have yet shocked ourselves up to a strict cost control program with a careful budget and guide control figures.

And because the new emphasis has been on the deal instead of the product, many of us have forgotten

how important is the service absorption to take care of overhead from labor and parts sales. And we know that no dealer ever need fear going broke who has a high service absorption to take care of the internal cost of doing business.

In saying all of this about dealers we do not forget the lush years of the sellers' market and the years before that. We also say that the 40,000 authorized dealers have a healthy solvent net worth of over four thousand million dollars invested by individual dealers in their business and most of it earned profits in this business.

The overwhelming majority of us will say that our business is not for sale—we are solvent and we love both the profit and the fun of the game.

But if we fail to face the facts as they are, we are simply not acting



Presented here are excerpts from an address by this well-known Southern dealer at the annual convention of the Tennessee Automotive Association last month. He addressed the NADA convention in Chicago early this year.

the part of mature businessmen.

As a dealer speaking for all of us, we say that too little importance has been put on our function of successful selling, which in the final analysis controls all production in this automotive industry.



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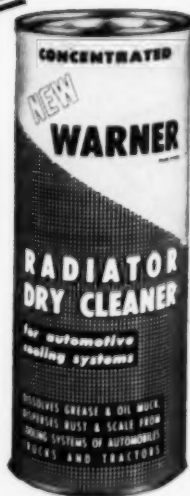
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## Anti-Skid Braking Maybe for Cars?

**A**NTI-SKID brakes, one of the features of Capital Airlines' jet-propeller Viscounts, conceivably could be adopted by automobile manufacturers to make for surer driving on wet or icy pavements, according to Capital.

This fast, luxurious, four-engine airplane recently placed in service cannot skid on slick, paved runways no matter how hard the pilot jams on the brakes—a reaction (oftentimes with disastrous results) only too well known by car owners when they hit icy or glossy areas.

This device takes over just before ordinary brakes would lock. An automatic control releases the brakes enough to prevent a skid and still maintain braking efficiency. Equipped with these anti-skid brakes the huge turbo-prop airplanes will not use up runway and will be able to make shorter, surer landings.

Another advantage of these no-skid brakes is that the pilot need have no worry after applying the brakes on a glazed runway, leaving him free to perform other duties in the cockpit.

The unit consists primarily of a valve arrangement regulated by a flywheel housed in a rubber-tired shell which is rotated by direct contact with a track on the landing wheel. The valve arrangement is connected to the hydraulic line from the pilot's manual control to the associated brake unit and is sensitive to angular deceleration consistent with an approaching skid of the wheel.

When this condition occurs, sufficient energy is released by the flywheel to operate the valve system and release the pressure existing in the brake unit. Consequent reduction in the brake torque allows the wheel to regain speed, the flywheel setting is restored and the valve system returned to normal.

The re-admission of pressure to the brake unit immediately restores the brake torque to the degree selected by the pilot until the tendency to skid again takes place.

### Baltimore Car Show Sets Date

The 1956 Baltimore (Md.) Automobile Show has been set for the week of Jan. 21-28 at the 5th Regiment Armory. Officials hope it will give an impetus to sales at a low point before the spring buying season.

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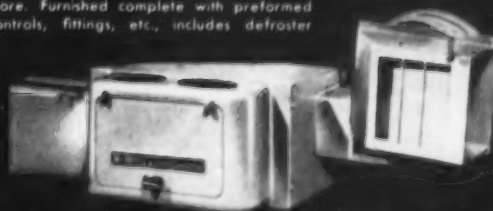


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HaDees Heater Division of The Gabriel Company, Rockford, Illinois



Officers of the Tennessee Automotive Association are (l. to r.): Russell Reeves of Memphis, retiring president; R. L. Parnell (DeSoto-Plymouth) of Nashville, president; James H. Dowling (inset photo), secretary-treasurer, and David P. "Doc" Wheelchel of Nashville, the executive vice-president. At far right is Chester Pace, a past president and now administrator of the state manufacturer-dealer licensing law.

## Administrator Says Chrysler Corp. "Can't Escape" Tennessee Licensing

**"C**HRYSLER Corp. can not escape licensing under the law and still do business in Tennessee."

That's the ruling of the attorney general's office under the new dealer-manufacturer licensing law in Tennessee, Chester R. Pace, who administers the law, told the annual convention of the Tennessee Automotive Association at Biloxi Sept. 26.

Pace, a former Chrysler-Plymouth dealer at Clinton, Tenn., and who now has offices in a state office building in Nashville, later explained that the corporation had

maintained it was not doing business in the state because its field representatives were not actually headquartered in that state.

Other factories have complied with the requirements for being licensed, he said.

The law should "bring an elevation of the ethics in this highly competitive field and protection for you dealers against the practices of some manufacturers," he told the convention, which was attended by more than 300 persons, including guests.

It should "elevate the standards

of operation by used-car dealers," Pace said.

Approximately 1,200 dealers have been licensed — "probably about half of those in the state," he reported.

Three field inspectors will be in the field by the first of the year, he announced.

"The policing of this act is going to lie to a good extent in the hands of you dealers," Pace declared. "You should report all violations, great or small."

The measure, according to the administrator, "provides tools for cleaning out the chaff and the rubbish in this industry."

Among other speakers were Frank H. Yarnall of Chicago, president of NADA; Joseph F. Leopold of Dallas, Texas, management and public relations counsel; William C. "Bill" Herbert of Atlanta, editor of SOUTHERN AUTOMOTIVE JOURNAL; Hayse Tucker, Ford dealer of Tuscaloosa, Ala. (see page 156); John H. Lander, Dodge-Plymouth dealer of Atlanta (see page 43); Congressman Fred A. Hartley, Jr., and Don Costa of Mobile, Ala., field representative of the Inter-Industry Highway Safety Committee.

Entertainment included a banquet talk by Mrs. Billie Davis of Bettendorf, Iowa, who told of her early life as a hobo kid.

It was announced that TAA membership stood at 675, slightly above the 1954 mark.

The association frequently convenes at Biloxi because of its popularity with members.

Leaders of the Tennessee Automotive Association posed for this group shot during their convention at Biloxi Sept. 25-27. They are officers, directors, regional vice-presidents or past presidents. Left to right they are: Front row, J. Lacy Myers, R. L. Parnell, W. C. Adams, Harry Mills, Claude Shute, Roy Cruze, F. C. Wallace, J. A. Mullican, John Austin, Paul Lawrence, Forrest

F. Cate, J. A. Ayers and Roy G. Byrn; back row: John Walker, Claude Hurley, C. W. Bond, W. H. Fisher, Ralph Hall, Arnold Colditz, John McCawley, C. R. Pace, Roy Coriner, Carroll Oakes, Harry Molyneux, Earl Shaw, Grady Spann, Harry Mills, Walter Q. Higdon, Fred Michie, Russell Reeves, Van A. Payne, James H. Dowling, Herbert G. Roberts and E. M. Adcox.





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says **FRANK M. FOLSOM**, President, **RADIO CORPORATION OF AMERICA**

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## Westinghouse Enlarges West Virginia Plant

WESTINGHOUSE has begun an expansion program at its Fairmont, W. Va., plant which will add 66,000 square feet to the building, F. M. Sloan, general manager, announced.

"By adding a 150' extension to the building that houses the sealed beam lamp plant on the first floor and the glass plant on the second," the expansion will provide needed room to keep up with customer demand on the Safe-T-Beam headlamp introduced last fall, Sloan stated.

Completion is expected next April.

## Plymouth "Sneak" Shows '56 Line in Key Cities

PLYMOUTH arranged "sneak" previews of its 1956 models in 135 key cities the first half of this month, William J. Bird, vice-president in charge of sales, disclosed.

"This year, in connection with dealer showings, we are allowing specially invited guests of the dealers in each of the localities to view



"Start the motor. I want to see if you adjusted the timing properly."

the cars," he said.

"These previews will not conflict with normal introduction of new models," Bird said.

No printed material was available at the previews, however, and guests were not allowed to photograph the cars.

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CHARLES R. COX

Portrait by Fabian Bachrach

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# SOUTHERN AUTOMOTIVE JOURNAL



## High Today Can Be Norm Tomorrow, Ford Says of Big Expansion Plan

**F**ORD Motor Co. is going on an expanding spree next year which will include a new Mercury and a new Lincoln plant and also enlarging its body-stamping capacity and increasing its engineering facilities.

The firm is going to spend half a billion dollars as its answer to the wailings of "nervous nellys" of industry, President Henry Ford II asserted.

The sum will come from earnings and not from borrowing, he said. The outlay was cited by him

Pooh-poohing such dismal forecasts Ford pointed out that time and again the expanded capacity of the American economy was not adequate to meet the demands upon it.

"And it seems to me today that, with reasonable and sound planning, we can hardly build too fast," he said. "Just to keep from losing ground, we've got to move ahead."

Ford declared that he was ready to argue that today's high can be tomorrow's norm.

He pointed out that 1960 is only "four short years" off and that there was not much time left to plan and prepare, to build the plants and machines to meet the expanded market of that period.

Ford warned that the country is in a condition of unexplained scarcity because there is not adequate production to meet demands.

Ford asserted that to meet demands of a growing population for a better life, ways must be found to increase productivity of a work force that is declining in size relative to the whole population.

"We can't let our fears of short range setbacks keep us from meeting that challenge," he said.

### 1956 St. Louis Car Show Alters Date and Place

**T**HE 1956 St. Louis (Mo.) Auto Show will be held Jan. 14-22 at one of the buildings at the Arena instead of the dates and place originally planned, the show committee of Greater St. Louis Automotive Association announced.

A parking lot at the spot will handle 3,600 cars.

### Tarheel Will Address Used-Car Meeting

**T**HE ninth annual convention of the National Independent Automobile Dealers Association will be held in Pittsburgh, Pa., Oct. 16-18 at Hotel William Penn.

Pre-convention registrations indicated that this is the convention to top all previous conventions.

Among the principal speakers at the various functions are Congressman Arthur G. Klein from the 19th District of New York, chairman of the sub-committee on

commerce and finance of the house interstate and foreign commerce committee. This is the committee which is considering the so-called "anti-bootlegging bill" which NIADA group opposed very vigorously. Ray Miles of Norfolk, Va., president, NIADA, stated that Klein's talk would be of "utmost importance and of great interest to our industry."

Another speaker will be Edward A. Howell, president of Howell Auto Finance, Inc., Greensboro, N. C., who will speak on "Why Share the Profit?" Howell feels that the independent automobile dealer shares the profit with *too many*, said the association news bulletin.

### One Step Simplified For Gas Turbines

**A** SIMPLIFIED method for designing small, compact heat exchangers for gas turbine engines was revealed Oct. 1 by Dr. W. W. Chao of Ford Motor Co.'s engineering staff.

Chao, after three years of research at the company's scientific laboratory as supervisor of its combustor and heat exchanger section, has developed a set of equations through which design engineers will be able to build automotive heat exchangers of minimum weight and size.

"Extreme compactness is of prime importance in heat exchangers if gas turbine power plants are to be competitive with present-day automotive piston engines," according to Chao.

Dan O'Madigan, director of marketing and distribution, Studebaker-Packard Corp., was on the program for the annual convention of the Mississippi Automobile Dealers Association at Biloxi Oct. 9-11. He predicted new-car sales annually of 10,000,000 by 1960.



Henry Ford II

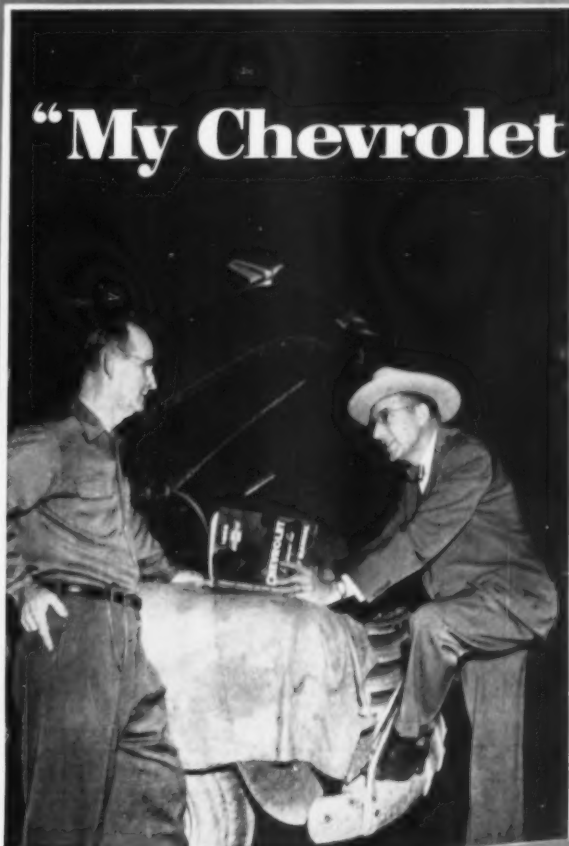
as proof of "our convictions about the future American economy." The expenditure for a year would set a record for the company and perhaps for any corporation of the Ford's size, he said.

Ford spoke at the New Jersey State Chamber of Commerce dinner honoring the company in conjunction with dedication Sept. 29 of the \$70,000,000 car and truck assembly plant at Mahwah, N. J. He described this plant as not only intended to "knock the sox off competition" but as a substantial and lasting contribution to the American living standards.

In designating the expansion program, he said that American business should prepare for a major break-through into a new and higher plateau of production and consumption.

"Time and again the nervous nellys have cried out that we are moving ahead too fast, that we are building productive capacity far greater than we can absorb and that surplus must break down the market," he said.





**Take it from a leading  
Independent Serviceman:**

# **"My Chevrolet Dealer is my partner in service!"**

"By using genuine Chevrolet parts, we find over a number of years of experience that we can give more efficient service, please our customers much better and have fewer 'come backs.'"

**O. J. MORRIS**  
MORRIS GARAGE  
5202 SOUTH LAMAR  
DALLAS, TEXAS

Mr. Morris receiving technical assistance from his Chevrolet dealer's Parts and Accessories Salesman.

## **Independent Servicemen get these 4 Big Benefits**



### **1 Increased service efficiency**

The right parts do the job best. It will pay you to do business with your Chevrolet dealer. In so many ways, he is actually your partner in service!



### **2 Technical help in service problems**

Booklets like the Repair Manual help you solve tough problems quickly by showing best and quickest installation methods. On tricky service problems, see your Chevrolet dealer. He can help you solve them.



### **3 A complete line of Chevrolet Parts**

Your Chevrolet dealer is one, convenient source for all Chevrolet parts. He can assure prompt delivery, helps you give better service!



### **4 Quality you can depend on**

Your Chevrolet dealer handles parts manufactured to high standards of quality, precision-built for dependability. Buy your Chevrolet parts from the man who specializes in them—your Chevrolet dealer.



**Your Chevrolet dealer is ready, willing and able to serve you better than ever!**

## Sound Selling and Financing Plans In Selling Cars Urged by Kansans

**A**Doption of policies "that will restore sound practices in the sale and financing of motor vehicles" was urged of all franchised dealers, finance companies and other lending firms in a resolution adopted last month by the Kansas Motor Car Dealers Association.

In the measure, approved at the annual convention in Wichita, the association urged Better Business Bureaus to probe and bring action against unethical advertising.

It was suggested that newspapers, radio and TV outlets screen out more carefully false or misleading ads.

Among the convention speakers were James C. Moore, a native of York, S. C., and general counsel of NADA; Alan G. Rude of New York, an executive vice-president of Universal C.I.T., and Governor Fred Hall of Kansas.

J. M. O'Mara of Hutchinson was elected president; Paul Swartz of

Salina, vice-president, and Elmer K. Beeman of Topeka, treasurer. Roscoe Hambrie of Topeka is secretary-manager.

### Delaware Dealers Elect Porter President

**M**EMBERS attending the annual convention of the Delaware Automobile Dealers Association at Rehoboth Beach, Del., last month elected John F. Porter (Chevrolet) of Wilmington as their president.

Theodore Burton, Jr., was named first vice-president; John Webb, second vice-president; Nelson Quillen, third vice-president; Isadore Weil, treasurer, and Paul J. Roney, who was elected the executive secretary.

Hayse Tucker, Ford dealer of Tuscaloosa, Ala., and James C. Moore, general counsel of NADA, were among the speakers.

This was the fifth annual convention of the group.

### Willys Adds CJ-6 Model To Current Jeep Line

**W**ILLYS Motors, Inc., has added a 101" wheelbase model with a rated half-ton load capacity to its family of four-wheel-drive products.

The CJ-6, as it is called, will supplement the current line of Universal Jeep vehicles, not replace any model. It is designed to supply a market for Jeeps in certain areas of industry and agriculture and specialized fields where an increased payload is desired.

Over-all length is 155.56", 20" longer than standard. It is powered by the same four-cylinder, 75hp F-head Hurricane engine.

### Plymouth Toe-In Setting

*Plymouth Product Information News* pointed out last month: Toe-in setting on 1955-model Plymouth cars has recently been changed from the current specification "O" to 1/4" toe-in. The angles for caster and camber are not changed. This new specification is also recommended for 1953 and 1954 models.

THEY'LL PAY FOR THEMSELVES THE FIRST TIME YOU USE THEM



**New**

A new Vellumoid product that makes replacing oil pans and gaskets a **SNAP** instead of a headache!

**VELLUBOLTS®**

PATENT PENDING

- Screw the VELLUBOLTS into the four corners of the engine bed. Snap the gasket over the bolts, then snap the pan on over the gasket and presto! . . . the pan is locked in place while you screw in the regular bolts. Then remove the VELLUBOLTS. They can be used over and over again.
- Set of 12—fitting most cars and small trucks—\$4.95. Set of 8—fitting large trucks and busses—\$3.75. Ask your jobber.

**THE VELLUMOID COMPANY**  
WORCESTER 6, MASS.

**VELLUBOLTS — THEY WORK LIKE MAGIC!**

**Every Auto, Truck,  
Tractor Needs..**



**FILT-O-REG**

TRADE MARK

**FUEL PRESSURE REGULATOR  
& FUEL FILTER**

**FILT-O-REG** cuts fuel waste, prevents stalling, stops flooding. It feeds the full and correct amount of filtered fuel to the carburetor at minimum pressure under any load, at all speeds and extreme weather temperatures. Guaranteed to exert a maximum of 2 lbs. P.S.I. constant fuel pressure on the carburetor float valve and seat. This provides the proper float level under all driving conditions. **FILT-O-REG** fits in the fuel line between the fuel pump and the carburetor. Factory set...no adjustment is ever necessary.

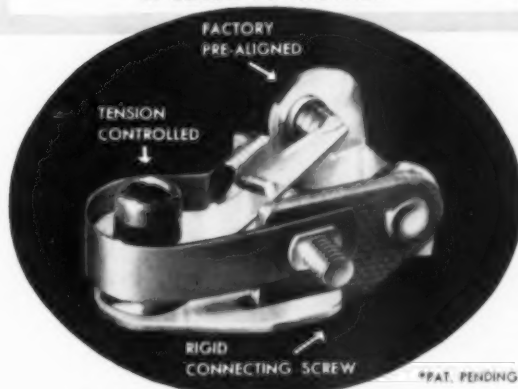
*Complete Satisfaction Guaranteed*

**SOLD ONLY THROUGH AUTOMOTIVE JOBBERS**  
Alondra Sales, Inc., 959 Crenshaw Blvd., Los Angeles 19



# KEM 1-PIECE POINT SETS\*

"A CINCH TO INSTALL"



for use on:

**BUICK, OLDSMOBILE, PONTIAC,  
CADILLAC, CHEV-V8 and others.**



**KEM MANUFACTURING CO., INC.**

FAIR LAWN, NEW JERSEY, U. S. A.

Cable: Kemsales Fairlawnnewjersey

## The **PIONEER** Tool FOR INSTALLING VALVE SEAT RINGS

The Biggest  
Seller



THE FIRST . . . and still the MOST POPULAR,  
MOST PRACTICAL, SIMPLEST, MOST UNI-  
VERSAL tool of its kind made

EVERLASTING . . . the first tools made over  
25 years ago are still in service.



**K.O. LEE CO.**  
AMERDEEN, SOUTH DAKOTA

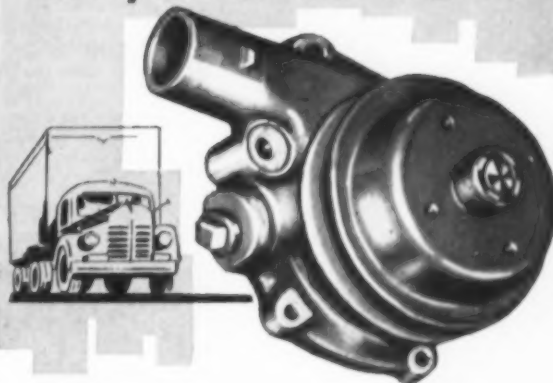
*If it's made by Lee it's a "Knock-Out"*

# 10 REASONS WHY

**MASTER**  
**M**  
 WATER PUMPS

## WATER PUMPS

are your **BEST BUY!**



- 1 QUALITY equal to original equipment specifications
- 2 LUBRO-LIFE BEARINGS LUBRICATED FOR LIFE
- 3 PATENTED LONG-LIFE SEALS
- 4 25-INCH VACUUM TESTED
5. SERVE ALL POPULAR CARS AND TRUCKS
6. EXACT FACTORY DUPLICATES OF BUSHING & BEARING TYPES
7. INDIVIDUALLY PACKED IN STURDY, CLEARLY MARKED CARTONS
8. PRICED FOR LIBERAL PROFIT
9. OUTSTANDING POINT-OF-SALE HELPS-INCLUDING METAL DISPLAY STAND
10. UNCONDITIONALLY GUARANTEED

## MASTER PARTS DIVISION

AIRTEX PRODUCTS INC. • FAIRFIELD, ILLINOIS

ORDER FROM YOUR WAREHOUSE DISTRIBUTOR LISTED BELOW

**SOUTHERN FRICTION MATERIALS CO.**  
Charlotte, North Carolina

**ATLANTA AUTOMOTIVE DISTRIBUTORS**  
Atlanta, Georgia

**AUTO GENERATOR SUPPLY CO.**  
Nashville, Tennessee

**MONROE WAREHOUSE**  
Memphis, Tennessee

**IGNITION SERVICE & SUPPLY**  
Louisville, Kentucky

**WRIGHT SUPPLY CO.**  
Owensboro, Kentucky

**CRAFT HI-WAY AUTO PARTS**  
Prichard, Alabama

## Compulsory Service Fee As Bootlegging Cure?

HAVING dealers who sell new cars in other dealers' areas pay for pre- and post-delivery service has been suggested as a possible cure for bootlegging to the Monroney senate subcommittee by a group of dealers from the Danville (Va.) Automobile Dealers Association.

The group returned a signed statement along with the questionnaire sent all dealers stating, in effect, the following:

"When the new-car dealer sells his car practically at cost to a used-car dealer, the original service work is usually omitted or drastically curtailed. The selling dealer cannot afford to do the work as he is not actually making any net profit on it. However, he is not too concerned about this as the retail delivery will be far away in some other dealer's area. He has no responsibility to the retail buyer as to the car's satisfactory performance or safety on the highway. When the customer begins to have trouble with the

car, he brings it to the dealer in his town.

"Sometimes, by then, serious and permanent damage has been done to the engine or other parts of the car. The hometown dealer, like the selling dealer, has made no profit on the car, therefore cannot be expected to give free service. The result is that a very unhappy and disappointed owner, having made one of the largest purchases of his life (except for his home) has to again dig down into his pocket and pay for service which he thought came with his car.

"The purchaser of a new automobile is entitled to adequate service to make his purchase reliable and safe, both service before delivery and service during the critical 'break-in' period. The best way to accomplish this is to authorize the auto factories and to require them to have any of their dealers selling new cars that are registered in another dealer's selling area to pay the factory a sum of money sufficient to cover the average cost of such service, such money to be paid to the servicing dealer."

## Miamians Lose \$12,000 On Paris Promotion

BERT Kahn and Harvey Salomon, Colonial Pontiac, Miami, Fla., lost \$12,000 last month on a "trip to Paris" promotion, as only 20 out of an expected 66 customers took advantage of the offer.

The dealers had made arrangements with a non-scheduled airline for the journey, based on a plane load of 66 passengers, but when only 20 wanted to take the trip, the airline would not keep the contract unless the plane were filled.

Said Salomon, "We bought first-class tickets on Eastern Air Lines to New York and Air France from New York to Paris. It cost us \$12,000 more than we had planned to spend."

However, he said, "We got nationwide publicity, our sales went up 60% during the campaign and we made a lot of friends."

The plan had been advertised widely by Colonial. Later the promoters had refused to reveal the details of how the long trip would be arranged.

# "\$13,904

## In only 9½ months SERVICING RADIATORS"

McCain - Richards, Inc.,  
Monroe, Louisiana

INVESTIGATE THE HUGE PROFIT POTENTIAL



"Our Inland equipped radiator department took in \$13,904.14 from April 11 through the following January! Helps us maintain 100 percent service absorption. And when we pull a radiator off a car we have a good chance to sell radiator hose, thermostats, water pumps, and other related items!"

YOU CAN DO AS WELL! Pierson Chevrolet Co., Vidalia, Ga., says: "Our Inland radiator repair department is the most profitable in our service department!" Robbins Motor Co., Marlow, Okla., says: "Our Inland radiator department takes in \$850 a month!"

Inland, world's largest radiator servicing manufacturer, offers the complete package—equipment, training and merchandising. Mail the coupon for free new book, "Blueprint for Profit."

## INLAND Mfg. Co.

1108 Jackson St., Dept. SA-10, Omaha 8, Nebr.  
"Sold Exclusively By Mail"

### FREE TRAINING SCHOOL

Factory school trains you or your man quickly. Hundreds of graduates are now expert radiator repairmen. Free to Inland customers.

INLAND MFG. CO., DEPT. SA-10  
1108 Jackson St., Omaha 8, Nebr.

Please send free book "Blueprint for Profit."

FIRM.....BY.....

PLEASE PRINT.....TITLE.....

ST.....CITY.....STATE.....

If Dealer, Car Sold.....Have Radiator Shop ☐ Yes ☐ No

## Penetrant

**DRIES  
WET IGNITION LEADS!!  
FREES  
FROZEN BOLTS!!**  
and 1000 other uses!

It's concentrated!  
It dissolves rust!  
Has no unpleasant odor!

**The Mechanic's Silent Partner!**  
Money-back guarantee!

PETROLEUM SOLVENTS CORPORATION, N. Y. 17, N. Y.  
In Canada: Montreal, Que.

## GROVER

Obtain all your air horn requirements from one source — automotive, industrial, marine, etc.

**TRADITIONAL GROVER QUALITY**  
Over 20 years of Sound Dependability

Here's the VOICE OF AUTHORITY  
GROVER ORGANITONE HORN  
Beautiful Chrome Finish—22" long with 21" Flare

**49 MODELS**  
TO FIT  
EVERY PURPOSE

**A HORN FOR EVERY PURPOSE**  
Grover Products Co.  
1221 S. Hope St.  
Los Angeles 15, Calif.  
Richmond 97633  
An Affiliated C. A. Roersch Concern

## Senate Questionnaires Get 16,000 Answers

**T**HE Monroney subcommittee of the Senate interstate and foreign commerce committee has received approximately 16,500 answers from dealers to its questionnaire leading to a "thorough study of automobile marketing."

The National Automobile Dealers Association and state associations are urging members to reply to inform the committee of serious problems which are facing the industry.

Copies may be obtained by writing the committee or Senators Monroney, Thurmond or Payne. Requests must come from individual dealers as bulk copies may not be mailed to dealer associations. The address is: Chairman, Senate Subcommittee on Automobile Marketing Practices, Senate Interstate and Foreign Commerce Committee, Washington 25, D. C.

The staff has begun sorting and tabulating replies, but it has not announced whether or not results will be publicized.

## Mississippi 100%-ers Take Deep-Sea Fishing Trip

**C**OUNTY chairmen of the Mississippi Automobile Dealers Association, who obtained memberships of 100% of the eligible new-car and truck dealers in their respective areas, embarked on a deep-sea fishing trip at Biloxi Oct. 9.

In late September, membership stood at 427.

## GM Allows \$125 Per Car For Training Drivers

**G**ENERAL Motors will make a special allowance of \$125 on each new car loaned to high school driver training classes by dealers, Harlow H. Curtice, GM president, announced.

The plan is designed to help dealers meet the growing need for training cars for high schools, Curtice said.

## Servicing Plymouth's V-8 Carburetor

**T**HE Plymouth Product Information News carried the following last month on the V-8 four-barrel carburetor:

An occasional hesitation during

hot engine acceleration can be corrected by installing a new accelerator pump bleed plug, part number 1618265 (Carter number 122-102S).

During warm weather operation it may be necessary to change the accelerator pump stroke setting to the short stroke position by using the inner hole of the accelerator pump arm. The pump stroke setting should be readjusted to the long stroke position for cold weather operation in order to improve efficiency.

Engine hesitation while turning can be eliminated by lowering both float levels 1/16" lower than specified.

Thus, the new setting will be: primary floats 3/16" and secondary floats 1/4", measured from the machined surface of the air horn to the top center of the floats of the carb.

Fuel economy can be improved by installing new metering rods which are one size lean, part number 1631442 (Carter number 75-1180).

**SAVE MONEY**

**NOW IS THE TIME TO**

# TRADE-IN

**YOUR OBSOLETE 6 VOLT FAST CHARGER**  
on a modern, efficient 6/12 volt job.

**UP TO**

## \$75<sup>00</sup> ALLOWANCE

**on your old 6v Fast Charger plus**

**FREE PREMIUM** →



**BATTERY SUPER SALESMAN**  
Reg. Price \$28.95



**6/12**

**FAST CHARGERS**  
from \$72.50 up

Available through  
most leading  
Automotive Jobbers

# HEYER

**INDUSTRIES INCORPORATED**  
Belleville 9, New Jersey

## GM Passenger-Car Retail Sales Go To All-Time High for a September

**R**ETAIL sales of General Motors passenger cars in the United States smashed all records for the second ten-day period of a September, President Harlow H. Curtice disclosed last month.

During the second ten-day period (Sept. 11-20), 116,571 new cars were sold, or 177.9% of the same period last year. For the first 20 days of September, 220,539 or 162.7% of last year's same period, were sold.

This year to Sept. 20 GM has topped all records for previous years with sales of 2,817,611.

For the second ten days of September, 136,705 used cars, or 139% of the same period of last year, were sold.

All GM car divisions registered all-time new- and used-car sales for the Sept. 11-20 period.

Said Curtice, "The rate of sale of our products during the first 20 days of September, which has continued at the high level, re-



President Curtice

flects the confidence of the public in General Motors cars."

### New Glare-Cutting Method Used by Research Firm

**B**ATTELLE Institute, Columbus, Ohio, is incorporating a fundamentally different headlight re-

duction method in a system being developed in one of its projects, it has announced.

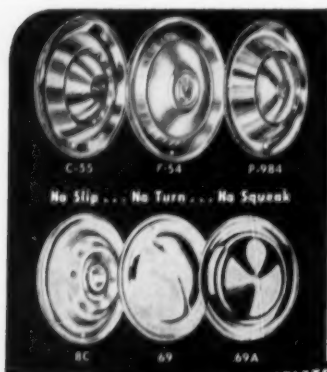
Instead of lowering and dimming headlights to reduce glare in the eyes of an approaching driver, the system is designed to cast a shadow over the portion of the road being occupied by oncoming cars.

An ellipsoidal reflector is used in the headlight instead of the conventional parabolic one. The ellipsoidal reflector allows a large shadow to be cast with a small, easily moved vane.

When no car approaches, the lights cover a normal width. If a car appears in the opposite lane, a photo-sensitive tube reacts to the light from the left headlight of the oncoming car and a vane moves in front of the photo tube to position itself in relation to the oncoming light.

### Missouri Districts Meet

Nine district meetings of the Missouri Automobile Dealers Association were held between Sept. 29 and Oct. 7.



No Slip ... No Turn ... No Squeak

**National**  
triple CHROME  
PIECE PLATE

WHEEL COVERS—  
Specific Car Models

Beautifully chromium plated. Interchangeable with original equipment covers, and applicable to other cars with 15" wheels. Fitted with National's universal attachment springs which prevent covers from SLIPPING, TURNING or SQUEAKING.

UNIVERSAL STYLE COVERS

A complete line . . . embossed Emblem Style . . . "Spinner" Bar Style . . . plain Marginal Band Style, and others in both 15" and 16" sizes. Fitted with National's universal attachment springs.

AMERICA'S MOST COMPLETE AND BEAUTIFUL LINE

#### Hub Caps for All Popular Cars

A complete line, heavy gauge steel, beautifully chrome plated. Engineered for perfect fit. Hub Caps for many industrial uses . . . lawn mowers, motorcycles, etc. Write us your requirements.

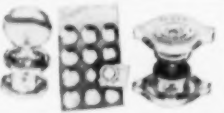
#### Tru-Seal Gas and Radiator Caps

Gas Tank Caps for most all 1930-1954 model cars, both outside and fenderwell installations. Tru-Seal Radiator Caps are available for all popular cars. Durable Metal Displays in three colors.

#### Wheel Parts—Exhaust Extensions

Precision manufactured for perfect fit and genuine safety. Buy the Handy-Pak way. Exhaust Extensions are heavily plated with brite nickel and chromium. Jewel adds beauty and safety.

BUY FROM YOUR JOBBER—Write for your copy of our complete catalog.



**NAMSCO, INC.** BELLWOOD, ILLINOIS  
(Chicago Suburb)

IN THE SOUTH—AND EVERYWHERE, IT'S

**SPORTSMAN**

MUFFLERS • DUALS • HEADERS

To meet the demand for quality exhaust systems offering improved performance

QUALITY—TESTED AND ACCEPTED

Arnold Haviland Company

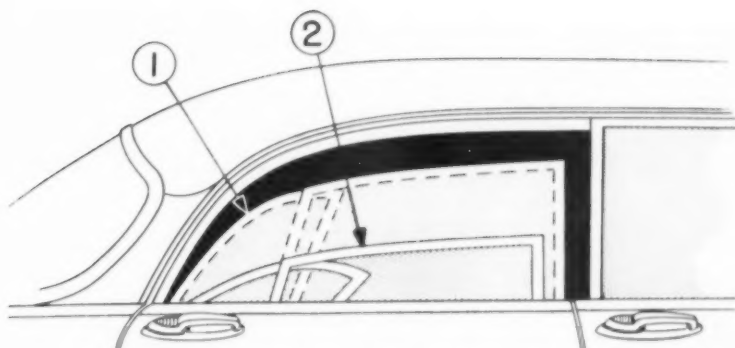
Defiance 7, Ohio

**Hein-Werner**  
HYDRAULIC JACKS

Hein-Werner Manufactures and sells more hydraulic jacks than any other company in the world today!

**HEIN-WERNER CORPORATION**  
WAUKESHA, WISCONSIN





This is the rear window of the 1956 Chrysler four-door hardtop. A single regulator handle, or, in the case of power operation, a switch, causes the window to be opened and closed smoothly and quickly. In position 1 the window has just begun to open, with the smaller section folding down inside the larger. In position 2 the window is almost fully open.

### Cleaning Convertible Tops Made Of White Vinyl

**D**IRT can generally be removed from white vinyl-coated folding top material with art gum or crude rubber, but if dirt is heavily embedded in the fabric, it should be brushed thoroughly with a whisk broom.

When brushing, use minimum pressure in areas which cover metal bows of the top structure. Heavy abrasion will disturb the surface of the material.

Wash the top thoroughly after brushing with neutral soap suds and lukewarm water. Use a cloth or brush with soft bristles. Generous quantities of clear water should be applied over the surface to remove any traces of soap on the car.

If the above procedure does not remove all soilage, the following process may be used on white vinyl-coated folding top material only:

Rinse the whole top with water, then apply Ajax Cleanser, New Old Dutch Cleanser or the equivalent

foaming-type cleanser on an area of approximately two square feet and scrub with a small hand brush having soft or nylon bristles, adding water as necessary until the cleanser foams to a soapy consistency.

Remove the first accumulated soilage with a cloth or sponge before it can be ground into the top material. Apply additional cleanser to the area and scrub until the top is clean. This should not be necessary over two or three times.

After the whole top has been cleaned in the above manner, rinse the top generously with water to remove all the residual cleanser. Do not allow cleanser to contact body finish.

After cleaning, always be sure that the top is thoroughly dry before it is lowered. Folding the top while it is still wet or damp may cause mildew and unsightly wrinkles.

Volatile and other clear cleaners, naphtha, gasoline or household cleansing and bleaching agents should never be used on the convertible top.

**SURE BEATS  
DRAWERS FOR  
STORING TOOLS!**



...and doubles the  
capacity, too!

**NEW  
HUOT  
TULDEX**

The TULDEX is an entirely new idea for protecting and locating tools. It was designed particularly for the master mechanic who appreciates and wants the best of care and protection for his equipment. Saves those many hours that are lost hunting for a misplaced tool.

Six tool holding panels, 12" x 20", are made of tempered, perforated hardboard and move on separate tracks with geared, self-lubricating nylon bearings. Doors swing completely out of the way when open. Panels and doors together have more than 24 square feet of tool storage area—twice as much as most tool chests! Top and bottom locks are built-in.

The cabinet of heavy steel is finished in attractive blue and grey baked enamel and is grease proof. The big drawer is just right for power tools or bulky items. You can place the Tuldex on a bench, hang it on a wall or mount it on top of a portable Huot Porta-Cab. Overall size: 29" x 26" x 13 3/4".

Warehouse Stocks  
Carried in Dallas.

Made by America's leading manufacturer of  
"Modern tool storage systems for modern tools."

**HUOT** HUOT MANUFACTURING CO.

587 No. Wheeler St., St. Paul 4, Minn.



## STANZEL'S SUPER SEALER

**USE WITH EVERY FILL OF  
ANTI-FREEZE . . .**

Make sure your customer doesn't lose any of his valuable anti-freeze . . . use STANZEL'S SUPER SEALER with every fill of anti-freeze. STANZEL'S SUPER SEALER is the BEST made for sealing leaks in motor blocks, cracked heads and radiators.

Pay Postman \$7.50 on Delivery

Mfrd. at Stanzel & Des Moines, Iowa by

### STANDARD FACTORIES, INC.

317 E. 5TH STREET • DES MOINES, IOWA



Many a town  
Has made a Stop-leak  
**BUT**  
Only one Stop-leak  
Has ever made a  
**TOWN.**

## Plastic Repairing of Used Vehicles To Be Covered in Chevrolet Clinics

**L**AATEST developments in plastic repair of automotive sheet metal and other advances in used-car and -truck reconditioning will be demonstrated to Chevrolet dealers through a new fleet of 16 mobile clinics.

The newly-outfitted one-ton (7000-GVW) panel trucks represent a streamlining of the reconditioning clinics-on-wheels which went into service in the fall of 1953, according to W. E. Fish, Chevrolet general sales manager.

Operated by regional instructors, who will hold clinics at key dealer locations throughout the country, the units are designed to assist the company's 7,500 dealers in better merchandising used cars and trucks, Fish said.

Along with plastic repair procedure, most advanced methods, materials and equipment for quality appearance reconditioning of used vehicles will be demonstrated by instructors.

Fish said that the success of the

clinical program since the first such units were sent into the field two years ago prompted the build-up of the new fleet. He estimated that 2,500 reconditioning clinics have been held in dealerships during the last two years of the program.

Plastic or resin repair of sheet metal, one of the most revolutionary service developments in recent years, will be a high spot in clinic demonstrations. This process was originated by Chevrolet following its experience with the plastic-bodied Corvette sports car, plastic fenders and truck parts such as those in the 1955 Cameo Carrier.

The process has been perfected to the point where it is being used in approximately three-fourths of the dealerships, according to Chevrolet service department officials. They estimate that this type of repair averages a fourth of the cost of sheet metal repair, yet is more durable.

The 16 new trucks — two for

each of the company's eight regions — carry the familiar Chevrolet OK insignia and, as a safety measure for night driving between clinic sites, markings are of a luminous material.

The 1,600 pounds of portable equipment aboard each unit includes all materials and equipment needed for complete appearance reconditioning of a car or truck. Among items are steam cleaner, spray painting kit, vacuum cleaner, complete interior refurbishing material, engine cleaning system, paint drying lamps, portable tool kit and work benches and polishers.

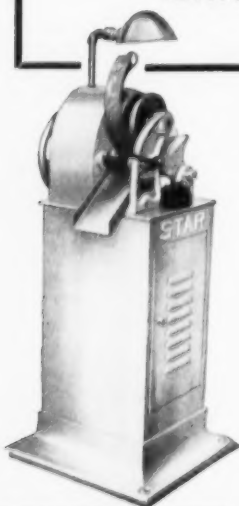
### Dodge Truck Division Advances Woolsey

**K.** C. DEACON, vice-president and general manager - trucks, Dodge Division, Chrysler Corp., announced last month the appointment of William S. Woolsey as an assistant with the responsibility of co-ordinating truck sales activities.

During the last two years Woolsey had been serving as general sales manager-trucks. He has been in the industry 29 years.

## Eliminates Heat

In Brake Debonding



### New STAR De-bonder

Uses Cold Method  
Exclusively . . . No Heat  
Distortion of Shoes

Saves Time . . . Saves Work  
Removes Brake Lining  
in Less than 10 Seconds

#### Check These ★ Features

- All-electric Power Driven
- Handles All Passenger Cars and Light Truck Brake Shoes
- Backed by 4 years of Development and Practical Testing on the Job

Write for Further Information on this Sensational Brake Servicing Aid.

**ATTENTION  
SMALL SHOP OWNERS!**  
Write today for information on the manually operated Star De-bonder especially designed for small shops.

★ **STAR MACHINE & TOOL CO.** ★

215 Sixth St., S.E.

Minneapolis 14, Minn.

## RAJAH PAT. HAND CRIMPING TOOL



**NOTE—The simplicity of this Tool  
It strips and also crimps Rajah Terminals to  
Ignition Cable**

Order from your jobber or direct from us.  
Send for circular and prices.

The Rajah Company, 35 Verona Ave., Newark, N. J.



I'm young in the  
car biz, but

I know Stant



Used as Original Equipment  
on America's Finest Automobiles

RM10

## Chrysler Buys Universal Effective October 31

CHRYSLER Corp. has agreed to purchase the plants, equipment and inventories of Universal Products Co. and its subsidiary, Formetal Co., effective Oct. 31, L. L. Colbert, Chrysler president, announced.

The price is expected to be over \$3,000,000, depending on inventories on hand as of midnight Oct. 31, it was disclosed. The combined Universal Products properties include buildings with a total floor area of 300,000 square feet.

## White Expands Operations In Oklahoma City, Okla.

THE White Motor Co. is expanding its sales and service operations in Oklahoma City, Okla., and changing over its headquarters to a factory branch, it was announced by Horace Mosteller, Southwestern regional sales manager.

Harry Brown, formerly a sales engineer in Dallas, has been appointed manager of the branch. Joseph Novak has been made service manager.

## Hearn Ford Company Buys Delaware Rollins Firm

HEARN Ford Co., Inc., Rehoboth Beach, Del., has bought the dealership of Lt. Gov. John W. Rollins at Westcoat's Corner at the entrance to Lewes.

Clifford Hearn, who recently organized Hearn Ford Co., was formerly with the Philadelphia, Pa., district of Ford Motor Co. Rollins is president of J. W. Rollins and Associates.

## Demand for '56 Lincolns Jacks Up Production

LINCOLN Division of Ford Motor Co. is planning another increase in production schedules as a result of the unprecedented enthusiasm that greeted introduction of the 1956 Lincoln September 14-16, Ben D. Mills, company vice-president, said Sept. 28.

"An order was placed for virtually every car in dealers' hands at the time," Mills said.

Henry B. Daniels, division general sales manager, said the increase in production schedules, already expanded to record levels, was planned as a result of the

"greatest public response to a new-model introduction in Lincoln history."

"It is estimated that three quarters of a million persons saw the 1956 Lincoln on introduction day," he said.

Public response was measured by means of a detailed, written survey of 43% of the 1,400 Lincoln dealers in all sections of the country.

The new Lincoln drew an equally enthusiastic response from the dealers themselves, the survey indicated. Their estimates of 1956 sales ranged from 120% to 250% of the total 1955 sales volume. More than 40 of the dealers predicted that 1956 sales would be more than double those of the 1955 model.

Introductory day crowds averaged about 600 persons per dealership, the survey showed.

## Dealers of Savannah Elect

The Savannah (Ga.) Automobile Dealers Association has elected J. Curtis Lewis, Jr., J. C. Lewis Motor Co., president; Jack Donkar, vice-president, and Raymond Kuhr, secretary-treasurer.

## BLITZ BATTERY CHARGERS

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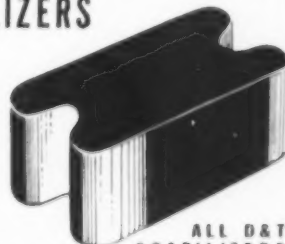
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... For More Profits  
SELL D&T COIL SPRING  
STABILIZERS

MOLDED  
OF HIGH  
QUALITY  
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TURNER Manufacturing Co.  
KOKOMO, INDIANA, U.S.A.

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Tells exact condition of battery at a glance. Helps sell more re-charges, batteries and accessories.

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## Auto-Test INCORPORATED

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## THE HIRSIG ORGANIZATION SALUTES

# SOUTH CAROLINA

## THE PALMETTO STATE

### AUTOMOTIVE STATISTICS

Total Vehicle Registrations	716,329
Gallons of Gasoline Used 1953	588,436,000
New Car Dealers	525
Independent Garages	460
Number of Service Stations	2,996
Miles of Paved Road	21,137
HirSIG Managers	2



### COVERAGE MAKES SALES

These HirSIG district managers cover the State of South Carolina rendering complete and effective service to jobbers and manufacturers on all HirSIG lines.



JACK  
GOLDEN



CHUCK  
BROWN

The HirSIG organization covers all of the ten Southeastern states just as intensely as they cover the State of South Carolina. The ten states covered are Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Tennessee, Kentucky, Mississippi, and Alabama.



LAWRENCE M. HIRSIG & COMPANY • American Nat. Bank Bldg., Jacksonville 7, Fla.

# ANOTHER HASTINGS FIRST...

## *and only Hastings has it!*



PATENTED \*

## BEVELED 2-C OIL RING

**seats 3 to 4 times faster  
than other chrome rings!**

### See the difference!

#### BEVELED CHROME RAILS—

make fineline contact  
with cylinder wall for a  
faster seat. Less area to  
wear-in means less time  
to break-in.

#### CONVENTIONAL CHROME RAILS—

originated by Hastings  
... now replaced by  
**Beveled Chrome.**

\*TOUGH but oh so gentle



\*PATENT NOS. 2511874, 2565042, 2712971

Only Hastings gives you a chrome oil ring with patented, *beveled* rails—a chrome ring set that seats 3 to 4 times faster than conventional chrome!

These exclusive beveled rails make positive, fineline contact with any cylinder wall—tapered, out-of-round or re-bored. Oil control starts right now. And because beveled design permits use of a lighter inner spring, you get a *soft pressure* oil ring that is gentle on cylinder walls.

Beveled chrome oil rings are included in all Hastings 2-C Chrome Sets. With Hastings torsional designed, high-graphitic compression ring in the same "Motor Engineered" set, you get the fastest seating, best performing chrome combination there is!

Next ring job, install the *only* chrome rings that are beveled to seat fast, and stop oil-pumping from the start. Install Hastings 2-C Chrome—made by replacement specialists!

HASTINGS MANUFACTURING COMPANY, HASTINGS, MICHIGAN • HASTINGS LTD., TORONTO

Piston Rings, Caste, Oil Filters, Spark Plugs, Wear Reducer

# HASTINGS

## STEEL-VENT PISTON RINGS

*Regular or Chrome Faced*

\*TOUGH on oil-pumping • GENTLE on cylinder walls

# History Repeats

Never Duplicated  
*Spiro-Seal*

is now followed  
15  
years later by

*duomatic  
action*

Duomatic Action is a Ramco achievement resulting from the development of an exclusive combination of the inner ring and spacer into one ring! This "double-action-in-one-ring" is another exclusive profit-making advantage for those who re-ring with Ramco.

15 years ago, Ramco introduced a similarly outstanding origination—No Gap Spiro-Seal. In Ramco 10-Up sets, Ramco ring users have had this exclusive advantage for over 15 years. For today's re-ring jobs, it is still unduplicated.

Will history repeat itself? Will Duomatic Action be your profit-making exclusive for the next 15 years? When you have all the facts from your jobber about the C-9 ring set, we are sure your answer will be "yes." Ramco has done it again!

*Engineering Leadership in Every Set*

# RAMCO

## PISTON RINGS

**10**  
*Up*

for today's Re-Ring Jobs

★

**RTC** for Fleet Re-Ring Jobs

★

**C**

for the New Type Engine Re-Ring Jobs

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